

# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

## "Community Club Awards" gives you

GUARANTEED  
RESULTS

g, profitable sales results that you can see in black and white!

- *Community Club Awards* now in 8th cycle WITH. Cycle No. 9 begins December 2.
- *Community Club Awards* has run longer and more often on WITH than any station in the country.
- *Community Club Awards* has grown eightfold in results—1st through 7th cycle.

- *Community Club Awards* boasts long list of blue chip advertisers. Many on radio exclusively on WITH.
- *Community Club Awards* has already given over \$80,000 to Baltimore clubs.
- *Community Club Awards* has its own staff and full time director on WITH.

Buy **WITH**  
CONFIDENCE

Tom Tinsley  
President

C. Embry  
Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington; **Forjoe & Co.** in Seattle, San Francisco, Los Angeles; **Simmons Associates** in Chicago and Boston; **Clarke Brown Co.** in Dallas, Houston, Denver, Atlanta, Miami, New Orleans.

### CLIENT REVOLT ON TV COSTS BREWING NOW?

Admen have talked about tv costs for years, but now they are serious. Objective: not to cut budgets but to make the dollar more efficient

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### Why ABN dropped Nielsen radio ratings

Page 36

### How tv licked a winter sales slump

Page 38

### Nighttime radio's star is rising

Page 40

# GREEN BAY

GATEWAY TO THE  
ST. LAWRENCE SEAWAY

W

F

R

V

Tv

Population 1,327,800

(1)

Effective Buying Income...  
\$1,890,813,000

(2)

## Wisconsin's Second Market

and growing faster than the rest of the state.

## 50th Market in the U.S. in TV Homes

368,327 TV Homes

(3)

WFRV-TV Covers This Far-Above-Average  
Market Best and Most Dependably

...with ABC and CBS

... and the NIT<sup>\*</sup> Tower, 1165 Feet Above Average Terrain

## Some Choice Availabilities

Soren H. Munkhof Exec. V.P. & Gen. Mgr.  
WFRV Building, Green Bay, Wisconsin

HEADLEY-REED TV

National Representative

\* Nearest to  
Heaven  
Highest Antenna  
in 5 State Area.

(1) Sales Management Survey of Buying Power, June 1957

(2) Same

(3) Television Magazine Market Book, August, 1957

# One Does It In Des Moines!



## KRNT-TV SCORE

**311 FIRSTS**  
in 485 Quarter Hours  
(THE JUNE A. R. B.)

## TOP TEN MULTI-WEEKLY

*KRNT-TV	Average Rating
* 1. Russ Van Dyke News.....	10:00 P.M. 37.7
* 2. Al Couppée Sports.....	10:20 P.M. 27.0
* 3. Paul Rhoades News.....	6:00 P.M. 14.8
* 4. Guiding Light.....	10:45 A.M. 13.7
* 5. Jack Shelley News.....	10:00 P.M. 13.4
* 6. As the World Turns.....	11:30 A.M. 13.4
* 7. Search for Tomorrow.....	10:30 A.M. 12.5
* 8. Don Soliday News.....	12:30 P.M. 12.4
* 9. Bill Riley.....	12:00 Noon 11.8
* 10. Love of Life.....	10:15 A.M. 10.8

## TOP TEN ONCE-A-WEEK

*KRNT-TV	Average Rating
* 1. Gunsmoke.....	40.0
* 2. Ed Sullivan.....	35.5
* 3. To Tell The Truth.....	35.4
* 4. The Lineup.....	34.0
* 5. Climax.....	31.8
* 6. What's My Line.....	31.5
* 7. Lawrence Welk.....	28.8
* 8. Panic.....	28.5
* 9. Wells Fargo.....	28.2
* 10. I Love Lucy.....	28.0

A COWLES OPERATION

# KRNT-TV

Full Power Channel 8 In Iowa

# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

## DIGEST OF ARTICLES

### Is a client revolt against tv costs brewing?

- 33** Admen have talked about tv costs for years. This fall there's more inclination to seek economies than ever before. The objective: not to cut television expenditures but to make them more efficient now

### Why ABN dropped Nielsen

- 36** This is no case of a momentary irritation between rating service and client. Network's decision is part of its new sales master plan

### How tv licked a winter sales slump

- 38** Regional paint manufacturer's approach was based on thorough market research, spot tv, effective merchandising of campaign to the trade

### Nighttime radio's star is rising

- 40** More clients are buying after dark. But thus far progress is gradual and medium must still fight "it ain't fashionable" attitude of buyers

### Radio Basics/August

- 43** Monthly roundup of radio facts includes current radio set sales, and barometer of network radio sales this current month compared to last

## FEATURES

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## In Upcoming Issues

### Overnight ratings

Can you project them to the national picture with a fair degree of accuracy? Is there a pattern you can use as a quick rule of thumb?

### What is station merchandising?

Merchandising is one subject admen and stations disagree about frequently. One problem is: it's hard to define the term. Here's an analysis which should help at least clarify honest-to-goodness merchandising

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Sponsor Publications Inc.



# LARGEST AUDIENCE

OF ANY STATION IN IOWA OR ILLINOIS (outside Chicago)

According to Nielsen Coverage Service, WOC-TV Leads in ALL Categories: Number of Homes Reached Monthly, Number Reached Weekly . . . Weekly and Daily Daytime Circulation; Weekly and Daily Nighttime Circulation.

## WOC-TV COVERAGE DATA —

Population	1,583,800
Families	489,700
Retail Sales	1,934,984,000
Effective buying Income	2,686,413,000
Source	1957 Survey of Buying Income (Sales Management)
Number TV Homes	317,902
Source	Advertising Research Foundation

WOC-TV - Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO- Radio-Des Moines

The Quint-Cities Station —Davenport and Bettendorf in Iowa; Rock Island, Moline and East Moline in Illinois.



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WOODWARD, INC.  
EXCLUSIVE  
NATIONAL  
REPRESENTATIVE

# WIRED FOR SOUND



## NBC Radio Presents An Outstanding New Advertising Opportunity — LIFE AND THE WORLD

Two great leaders in the news-gathering field, the National Broadcasting Company and LIFE Magazine, have combined forces to bring the American public an exciting new brand of radio journalism.

NBC Radio takes LIFE's superb news and picture stories, and adds the dimension of sound. LIFE may cover the stratosphere ascent; on LIFE AND THE WORLD you hear the man's personal experience from his own lips. LIFE may picture a parrot; on LIFE AND THE WORLD you hear the parrot being interviewed. Here are the actual voices of men who make the news or react to it. Here are the sounds of hurricanes, of debates, of space rockets, and of momentous decisions—bringing listeners close to the very heart of our time.

Increasing numbers of LIFE readers are discovering this fascinating NBC Radio program. Millions more will be introduced to LIFE AND THE WORLD through an extensive audience promotion campaign, on the air and in print media.

LIFE AND THE WORLD has a choice position, 7:45 to 8:00 nightly, immediately following NBC's 7:30 pm News of the World, radio's highest-rated news program.

Tune in tonight! And let your NBC Radio representative give you the interesting advertising details tomorrow.

## NBC RADIO

# NEWSMAKER of the week

*This week Grey Advertising, now approaching the ranks of the top 25 agencies in over-all billing, celebrates its 40th anniversary. Founded by its chairman of the board, Larry Valenstein, in his late teens, this agency made the transition from a small room in the garment center to Park Avenue.*

**The newsmaker:** In these days of increased agency overhead and frequent management turnover, Larry Valenstein, chairman of the board of Grey Advertising, represents an anachronism in modern industry: the founder of a major business celebrating its 40th birthday under the control of the man who started it.

Today the Grey agency is billing at the rate of \$45 million, with close to one-third of this billing in tv and radio. The time of the biggest expansion was in the past three years, during which the agency better than doubled its account activity.

"To us, the most significant aspect of this growth is the fact that it stems not from mergers, which are becoming a trend in the service industry, but from within, both in terms of accounts and agency talent," Larry Valenstein told SPONSOR. "This fact becomes an increasingly rare one in these days of growing client demand for services and the need for ever more high-priced staffing. Nonetheless, at our level, we feel we can operate both efficiently and profitably."

The agency's current list of accounts is a far cry from its status a decade or more ago, when the bulk of its billing derived from soft goods. But agency management feels that the merchandising know-how acquired in those days has been transferred successfully to such major blue-chip accounts as RCA and NBC, Firestone, Emerson, General Electric's Photo Lamp Division, P&G's Lilt and others.

Today Grey Advertising employs some 525 people, ranks itself about average in terms of profit, with no single client accounting for more than 10% of the total agency billing.

"This has its drawbacks in the modern operation, because each account needs separate staffing, that results in a duplication of high-salaried talent," says Valenstein. "But we feel it also has its compensations for the agency and client. For the client it guarantees greater objectivity, and for agency management, greater stability. One account change doesn't mean mass firings."

According to such agency colleagues as Grey president Arthur Fatt (associated with the agency for 36 years), there are two traits in Larry Valenstein that haven't changed since he started the shop at age 18: his optimism and energy.

"Only thing is that I catch an earlier train home," he told SPONSOR. His normal: the 5:44 or 6:04 to Scarsdale.

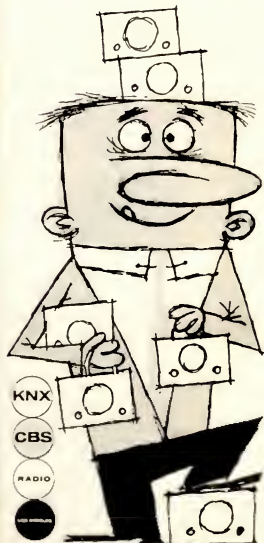


Larry Valenstein

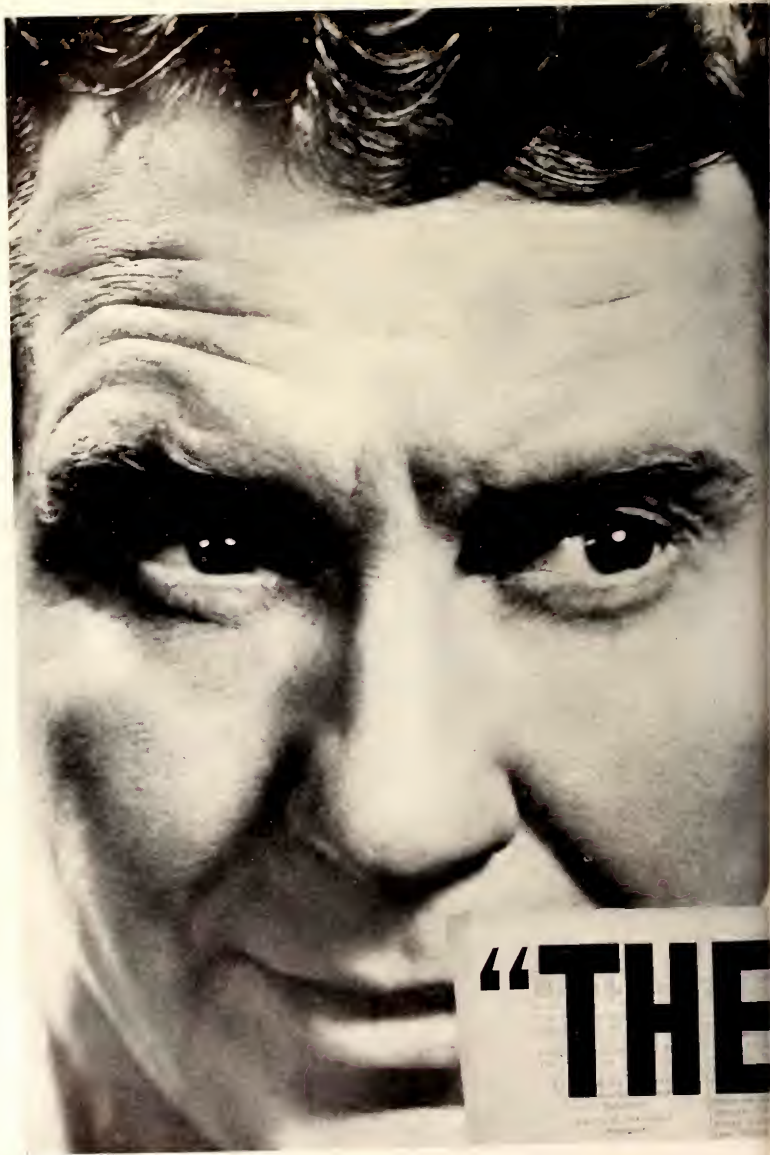
## Buying "sets-in-use" or "ears-in-use"?

It takes more than a stack of hot records and cool personality boys to attract the *real listeners!* Listeners, that is, who tune in their ears and minds when they tune in their radios. KNX-CBS award-winning news programs, complete sports coverage, live shows and dramatic offerings each draw people who *listen* to what we—and you—offer. That's another reason the #1 radio station in Southern California is 50,000 watt

**KNX • LOS ANGELES**



REPRESENTED BY CBS RADIO SPOT SALES



**"THE**



# BURGESS MEREDITH

World famous for his stage and screen portrayals . . . acclaimed by critics and audiences . . . Burgess Meredith now makes his first regular appearance on TV as host and narrator of the NEW "BIG STORY."

Top rated against every kind of competition . . . commended by outstanding church, civic and government leaders . . . winner of a host of national awards . . . "THE BIG STORY," now in its tenth year on radio and TV, remains unmatched for audience reaction . . . publicity . . . top sponsor results.

NOW, the new "Big Story" — as exciting as today's front page — takes you behind the headlines of America's top newspapers with thrilling, dramatic, inspiring stories told in vivid documentary style.

**PRODUCED BY ▲ PYRAMID PRODUCTIONS**  
Executive Producer — Everett Rosenthal

Call the man from



**OFFICIAL FILMS INC.**  
25 West 45th Street • New York 36, New York  
Plaza 70100

REPRESENTATIVES IN:

Beverly Hills, Chicago, Dallas, San Francisco, St. Louis, Boston, Atlanta, Philadelphia

# "BIG STORY"



## our vision includes **SCENTAVISION**

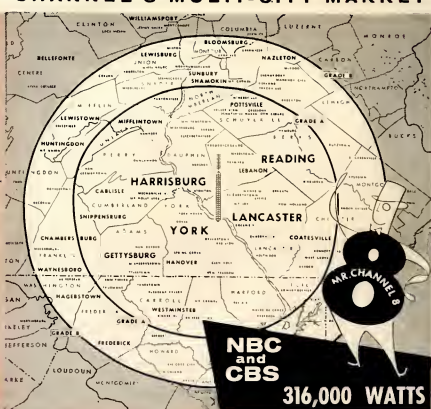
Today, television pictures your product. Tomorrow, "scentavision" on television may release it's fragrance (like this page) and add wonderful new sensory appeal to food and cosmetic advertising. This bold concept of "scentavision" reflects the forward thinking of WGAL-TV toward providing more effective service for its advertisers and viewers in America's 10th TV market—the market of

- 3½ million people
- in 1,015,655 families
- owning 917,320 TV sets
- earning \$6¼ billion annually
- buying consumer goods that add up to \$3¼ billion annually in retail sales

**WGAL-TV**  
LANCASTER, PA.  
NBC and CBS

STEINMAN STATION  
Clair McCollough, Pres.

### CHANNEL 8 MULTI-CITY MARKET



Representative The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

# SPONSOR-SCOPE

14 SEPTEMBER  
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SPONSOR PUBLICATIONS INC.

The dominant medium has changed from radio to tv, but one cliché has stood the test of the intervening years.

Picked up this week by SPONSOR-SCOPE from a Madison Avenue discussion:

**FIRST AGENCYMAN:** "Alright, so we've signed a singer to head up our show. Now for the important thing: What sort of character are we going to give this singer?"

**SECOND AGENCYMAN:** "I've got the answer. Call Carroll Carroll."

It's going to be a real horse race this year between a quartet of major agencies for tv network leadership.

As they line up at the gate for 1957-58, You already have a tie among three top-notchers for the No. 1 "agency-of-record" title.

As you can see below, Y&R, JWT, and BBDO each supervises 17 regularly-scheduled evening network programs.

Aside from such an unusual neck-and-neck situation, there's this significant angle:

**JWT** looms as possible leader in tv billings for the current year—and if not now, then very likely the year after.

This tabulation of agency of record network programs is based on data obtained this week by SPONSOR-SCOPE from the agencies themselves:

AGENCY	NO. WKLY. EVE SHOWS	NO. DAYTIME <sup>1</sup> / <sub>4</sub> HRS.	NO. SPECIALS
Young & Rubicam	17	29	0
J. Walter Thompson	17	21	7
BBDO	17	9	13
McCann-Erickson	9	10	2

After a close look at barter, McCann-Erickson finds that practically every one of the film companies is interested in exploring the device.

The agency's report includes these observations:

- Successful barter deals often involve less "desirable" tv clients or those with no previous tv history.
- Their products appeal primarily to women; hence daytime spots are acceptable to them.
- From a media standpoint, barter takes place mainly in "fringe" time.
- Barter deals lack one of the great virtues of spot—flexibility—since no provisions are made for schedule improvement, cancellations, or extensions.

(See FILM-SCOPE, page 49, for McCann-Erickson's plans for a barter test.)

RCA has made this an important directive for NBC Radio sales: Revive the interest of NBC TV advertisers in simulcasting their live shows.

Madison Avenue's guess for the motive behind this move: Prestige.

The Groucho Marx Show was the last of the NBC simulcasts (except, of course, Gillette's Friday Night Fights).

Amid all the clamor that agencies ought to produce more tv shows, one currently is doing something about it: McCann-Erickson.

The program is an alternate weekly half-hour variety job for Lizzett & Myers' Oasis brand (via NBC TV). Cost: \$55,000-\$60,000 weekly.

NBC TV apparently won't formally press for additional payment for color this season.

A SPONSOR-SCOPE inquiry brought this information:

- Color costs are being recovered from some regular accounts but not from others.
- One group of advertisers definitely paying extra for color are the Perry Como Show participants.
- Color as a rule has been incorporated in the package price on specials.

NBC TV contends that the daytime viewing potential increases when a network replaces service programming with entertainment.

In January of this year the network made just that sort of a change, and here's what happened to sets in use:

PERIOD	10 TO 11 A.M.	
	SETS IN USE	% CHANGE
Jan.-June 1956	13.5	
Jan.-June 1957	13.9	+3%
	11 A.M. TO 12 NOON	
	SETS IN USE	% CHANGE
Jan.-June 1956	15.6	
Jan.-June 1957	18.0	+15%

Probably the longest talent contract of the current season is the 45-pager completed this week between Frank Sinatra's Hobart Productions, Inc. and Liggett & Myers.

The agreement calls for the production of 36 half-hour and two one-hour shows. Sinatra will star on 28 and host the rest. Six of the shows will be repeated. Average gross cost to the sponsor: \$59,000.

Ford will spend about \$400,000 for audience promotion of its various tv vehicles this season.

The allotments will be along these lines:

- About \$35,000 each for the five Desi Arnez specials.
- About \$75,000 apiece for the season on the Ernie Ford, Zane Grey, and Suspicion programs.

The promotion budget for the Arnez quintet is close to 9% of the cost for time and talent.

Just because westerns are such bullish fare, don't sell the quiz short.

Note how close a run for top spot the quizzes give the westerns in this comparative analysis of Nielsen average ratings based on the August 1957 report:

PROGRAM TYPE	NO. PROGRAMS	AVERAGE RATING
Western	5	20.3
Quiz	13	20.1
Mysteries	9	19.9
General Drama	17	16.6
Adventure	8	16.5
Situation Comedy	15	16.2
Variety (½ hr.)	6	15.7

Note: The average for all 30-minute evening programs for August was 17.0, compared to 16.3 for August 1956. On the other hand, the average for 60-minute programs dropped from 23.1 to 20.3.

Even with second-run films, ABC TV's Tuesday night strength has held up through the summer months. Nielsen's average audience share for August shows:

ABC TV, with five half-hour programs, 39.8%; CBS TV, with seven half-hour shows, 37.1%; and NBC, with but four half-hour shows, 38.6%.



After spot radio tests in three markets, Revlon thinks it has a strong contender in its first entry into the male toiletries field—Top Brass hair tonic.

The initial probe will be followed up with some more radio buys in the Far West. Emil Mogul is the agency.

ABC and Mutual are the first customers of Pulse's forthcoming network radio rating report.

The initial result will be out in November. They will be based on 26 markets, chosen by Pulse because 1) they are in the thick of competition, and 2) they compose about 40% of the nation's radio homes.

NBC TV this week hammered away at a thesis Detroit more and more is beginning to accept: That tv is the dominant medium for selling cars.

NBC's approach is via a survey Advertest conducted among 1,196 car shoppers and buyers and 1,056 dealers.

In releasing the data, NBC drove home this question: Why does Detroit spend only a little more than a third of its ad budget on tv, when media-preferences among buyers and dealers run so predominately in favor of tv?

Here are a couple of samples from the survey:

<i>What kind of advertising got the buyer most interested in the make?</i>	<i>What kind of advertising does the best job for the dealer?</i>
Magazines .....16.4%	Magazines ..... 6.2%
Newspapers .....10.8%	Newspapers .....27.1%
Television .....45.3%	Television .....61.3%

Question of the week among media people: Is Detroit's flooding of radio stations during October and November clogging up spot opportunities for others—especially in the key markets?

Indications have come from some Madison Avenue agencies that this state of mind has tended to slow down action on spot placements for the time being.

Network radio continued to bloom at CBS and NBC this week.

Biggest transaction was Sun Oil's renewal of Lowell Thomas for 52 weeks, netting CBS about \$1.5 million in time and talent. Meantime Bell Telephone continued its Hour for another 39 weeks on NBC (much to CBS' admitted chagrin) to the tune of around \$250,000 net in time billings.

Other network sales:

CBS: H. J. Heinz, five 5-minute segments of Impact for 10 weeks (\$500,000 gross); Philip Morris, 25 minutes of country music Friday nights; Chrysler, five Impact segments a week for seven weeks; Chevrolet, two additional newscasts a week for two weeks.

NBC: Analyst, 13 one-minute participations in Monitor a week for 26 weeks (\$320,000); Waverly Bond Fabrics, 20 five-minute segments a week for 13 weeks (\$170,000); R. T. French Birdseed, two minutes a week in My True Story for 13 weeks; Carter, five minutes a week distributed among various programs for 26 weeks; also three weeks of business from Lever Bros., amounting to about \$90,000.

Petry this week continued its "crusade" for nighttime radio by the brochure route—a 35-pager entitled "Two for the Money with Nighttime Radio." It argues:

- Nighttime radio audiences are only a shade smaller than daytime—in fact, they are on a par with afternoon audiences.

- Listening is surprisingly prime tv time, reaching their height between 8 and 9 a.m.

- The nighttime radio audience is a family audience.

(See SPONSOR's article on a kindred theme, Nighttime Radio's Star is Rising, page 40.)

NBC Radio this week moved once more to align its rate card with the latest methods of doing business: It emphasizes participations; and it basically considers five-minute periods as "programs."

Quoting Joe Culligan to SPONSOR-SCOPE: "We've cut away from what has become an artificial pattern and put today methods of selling network radio in their true and practical perspective."

Participations are offered at these gross one-time rates: 1 minute, \$1,000; 30 seconds, \$750; and 6 seconds, \$250.

Early last month NBC Radio submitted a new contract to its affiliates based primarily on a participation economy.

In a bid for nighttime program sales, NBC Radio's new rate card provides a special discount for segments bought after 8 p.m. The price: 75% of the basic rates.

The network told SPONSOR-SCOPE this week that it was on the verge of selling two nighttime quarter-hour strips, each of which would start in January.

NBC Spot Sales is offering a rate slightly below daytime for advertisers who sponsor their own programs after 8 p.m., Monday through Friday.

The inducement is part of the group's new rate card (which otherwise calls for a single participation rate day and night, including weekends).

Madison Avenue philosophers were speculating this week what team President Eisenhower is playing on.

What started it was the President's statement at a press conference that one way to curb inflation is to get people to reduce purchases by buying selectively.

To modern marketers this poses an ancient timing problem. For them the big task is getting up steam when consumer buying starts to lag—as it is in some lines right now.

Though reluctant to establish the precedent, ABC TV this week granted BBDO the right to make spot arrangements for Campbell Soup's Colt .45 and Revlon's Walter Winchell File.

These placements, of course, will be in markets where the network itself has been unable to get clearances.

ABC TV expects to have this situation cleared up by the first of the year when it will have affiliates of its own in all major markets.

MCA this week brought the reps up-to-date on a proposition that the talent and producing organization is trying to sell tv stations:

- MCA will sell a spot to a national advertiser in an MCA syndicated show at the station's Class "A" minute rate.
- As compensation for that spot, the station would have the right to sell the other two commercial positions in the MCA package.

CBS TV this week put the official seal on loosening up product adjacency protection—something which has been developing piecemeal since January. (See 2 February and 6 July SPONSOR-SCOPE.)

Sales v.p. Bill Hylan says the changes were made to (1) bring the protection pattern into keeping with modern industrial expansion and diversification, and (2) provide more flexibility.

**For other news coverage in this issue,** see Newsmaker of the Week, page 5; Film-scope, page 49; Spot Buys, page 28; News and Idea Wrap-Up, page 62; Washington Week, page 83; SPONSOR Hears, page 86; and Tv and Radio Newsmakers, page 92.

THE BARTELL GROUP  
in its 10 YEARS of  
RADIO FOR FAMILY LIFE

has produced

FIRST PLACE DOMINANCE for

**WOKY Milwaukee • WAKE Atlanta**  
**KCBQ San Diego • KRUX Phoenix**

and added on September 1

**WILD Boston & WYDE Birmingham**

to carry the BARTELL GROUP  
**COAST TO COAST TO SERVE**  
**10 MILLION AMERICANS**

(Time buyers who invest in choice WILD  
and WYDE, rateholder avails will triple  
the value in 60 days. See John Box in  
Boston and Morton J. Wagner in Birmingham.)



**BARTELL IT...and SELL IT!**

National Representatives  
ADAM YOUNG, Inc.  
for WOKY, KATZ AGENCY

# THE GRAY GHOST

Excitement-charged as a cavalry raid, THE GRAY GHOST dramatizes the life and legend of one of the Civil War's great soldier-statesmen, dashing Colonel John S. Mosby.

THE GRAY GHOST, starring Tod Andrews, documents the true-life adventures of Colonel Mosby and his famed Raiders, daredevils on horseback whose fearless exploits behind the Union lines comprise one of the most eventful chapters in America's colorful history.

Epic in scope, universal in appeal—THE GRAY GHOST (39 half-hours) has already been sold to such major regional advertisers as Habitant Soups (throughout New England), Loblaw food chain (upper New York State and Erie) and Colonial Stores (Virginia, the Carolinas, Georgia and Alabama).<sup>\*</sup> Other territories are going fast, so act quickly. Call...

**CBS TELEVISION FILM SALES, INC.**



"... the best film programs for all stations"

<sup>\*</sup>Also signed are Welch Grape Juice; Gunther Beer; Sears, Roebuck; Freihofer Baking Co.; Block Drug Co.; Adams Dairy; Foley's Department Store (Houston) and many others.





## SOUTHERN CALIFORNIA INTERURBIA



**INTERURBIA** . . . "a complex of cities, towns, suburbs which have grown together . . ." is startlingly illustrated in the solidly packed strip from Santa Barbara through Los Angeles and San Bernardino-Riverside to San Diego.

**NCS #2 CONFIRMS** individual city ratings . . . only 3 radio stations are popular and powerful enough to deliver complete this multi-million super-market.

**OF THIS TOP TRIO, KBIG is**

- the only independent
- the least expensive station
- **LOWEST** in cost-per-thousand by one yardstick
- **SECOND** by the other.

Any KBIG or Weed man would like to show you the documents.



**JOHN POOLE BROADCASTING CO.**  
6540 Sunset Blvd., Los Angeles 28, California  
Telephone: HOllywood 3-3205  
**Nat. Rep. WEED and Company**

## Timebuyers at work

**Felice Feldman**, Roy Garn Advertising Agency, New York, says that radio is being reborn daily to thousands of small advertisers who are realizing the value of a well planned and integrated advertising program. "In selecting time and station for the small local advertiser," Felice says, "the most important factor is the character of the audience to be reached.

Small advertisers often sell products or services that are of use only to certain groups or have limited distribution. So 'who will the product appeal to?' and 'where and when are you most likely to find your customers?' must be carefully considered." Felice feels that "spillage" into other towns and states on high-watt stations is useless to the local advertiser. Even if he reaches a large audience at a low cost-per-1,000, it's often the wrong audience. The local audience—his customers—usually turn to the local station for news and advertising. "Above all," Felice says, "the small advertiser must allot sufficient time for his advertising to have impact. A one-shot venture is worthless. Consistency and frequency are necessary."



**Lester J. Blumenthal**, executive vice president and timebuying chief, Product Services, Inc., New York, thinks that "today's buyer must first be a good salesman. He must develop, in this flexible tv period, a plan to bring in the greatest possible audience to his client for the least possible cost, fight for the best possible times—and sell

the project to the station. This calls for an active 'buyer-salesman' rather than a passive 'what-can-you-offer?' attitude." Lester says that the agency is currently selling 52-week tv to both stations and clients: the advertiser benefits from full-time exposure, the station benefits from the long-term contract. Already they've set up year-round plans for top accounts, at a cost of little more than their previous seasonal-saturation budgets.



This has been accomplished, Lester says, through new and improved approaches to buying that the agency's developed; also it's been able to negotiate advantageously with the stations because of the long-term business. "Long-term buying," Lester adds, "must be carefully tailored to fulfill each client's marketing objectives throughout the year, with special consideration for the seasonal factors."

**Only 22  
quarter hours  
don't  
belong  
to  
WTIX.  
The  
other 266 do.**



The latest Pulse gives WTIX a virtual clean sweep of the New Orleans radio day. Of 288 quarter hours from Monday through Saturday . . . WTIX is first in 266

Thus a new dimension of dominance is added to WTIX's continuing—and widening leadership among New Orleans'

11 radio stations.

The most recent (July-August) Hooper shows WTIX in first place with 23.3%—over twice the runner-up station's 11.1%.

Storz Station round-the-clock excitement and ideas have created a new New Orleans listening habit, with new time-buying habits to match. Spare the Adam Young man a little time out of your day to tell you why you get nothing but good times out of WTIX's day. Or, talk to WTIX general manager Fred Berthelson.

**WTIX** *first in 11-station* **NEW ORLEANS**



**STORZ  
STATIONS**

TODAY'S RADIO FOR TODAY'S SELLING

WDGY Minneapolis St. Paul  
WHB Kansas City  
WQAM Miami

REPRESENTED BY JOHN BLAIR & CO.

**TODD STORZ, PRESIDENT**

WTIX New Orleans  
REPRESENTED BY ADAM YOUNG INC.

## Agency ad libs

### The cul de sac of creative management

John Orr Young, who gets top billing in the ad agency known as Young & Rubicam, was walking toward the New Haven R.R.'s 8:11 out of Saugatuck and, as is natural in the environs of that adman's commuter train, talking about the ad business. He was glad to see, he stated, that an ex-copy writer had ascended to the throne in the shop that gives me desk space and in commenting on the wisdom of such a move he listed several other former creative gents who were calling the shots up and down Madison, North Michigan Avenue and westward. The point Mr. Young was making was that, in his opinion, this was a healthy thing for the business in general. Which, of course, didn't curry any ill-favor with your jovial reporter whose background is rich with graphite and tissue-pad.

After boarding the train, however, I started to compare the glories of being an Ad-Land Executive and Part-of-Management's-Team versus the simple charm of being a swashbuckling, pencil-in-ear copy man.

Maybe it's un-American, certainly it's heresy but my mind kept toying with the thought that maybe there should be a way of relegating the top slot to a modestly salaried hired hand who isn't really the star performer himself. The prize fighter and the race horse and the champion dog have somebody see to it that the training table's got good food and the rent is paid and nobody steals any towels.

### Management must cover the details

When you come right down to it, a lot of management thinking has to be on this level. There's the rent (those wonderful discussions of cost per square foot and if we add storage space in Cleveland should we sign a 99- or 78-year lease?). There's The Retirement Plan (which never produced an ad or a commercial but takes more time to prepare than the three best campaigns in history). There's the Outside Office Situation (which someday will require office buildings to be hollow cylinders). All of which is topped by The Big Management Dilemma—does the tv department really need a movieola?

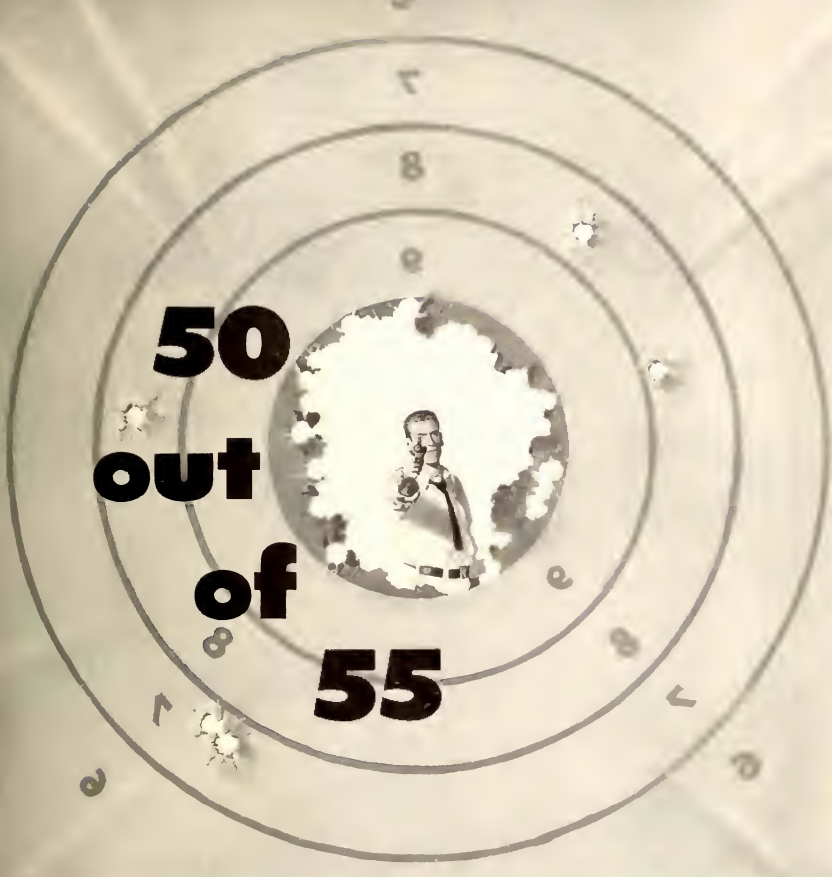
Perhaps this sounds like the busy day of a diseased mind—or a badly run agency. But do not kid yourself, sir. In a personal business such as ours personnel is big business. Even the largest of agencies have very few employees compared to a manufacturing concern. Of these few employees more than half are concerned with work that is also being done in banks and beauty shops and bookie joints (secretaries, bookkeepers, receptionists, phone girls, etc.)—in other words, not with advertising. So the prexy of the ad agency darn well better have the answer for his ad makers as to why Old So and So got the outside office for here comes Young So and So with blood in his eye. And he better have the answer about the



SHE'S a friend of a friend of yours. She shares your fondness for KOIN-TV's coverage of Portland, Oregon, and 30 neighboring counties. When you whisper sweet somethings thru KOIN-TV, she listens... and reacts. The gentlemen from CBS-TV Spot Sales carry tales about her habits... and about KOIN-TV's incredible ratings.







**50  
out  
of  
55**

When the winners in The Billboard's 5th Annual TV Program & Talent Awards poll were totaled, we discovered that KDKA-TV now is carrying (or has completed showing) 0.9% of the season's prize-winning Syndicated Shows!

In 6 major program award categories\*, KDKA-TV's audience has viewed 50 of the 55 top programs!

We believe these figures will give you a

good idea why people in Greater Pittsburgh and surrounding counties are in the habit of tuning to KDKA-TV. They've developed this viewing habit because KDKA-TV makes a habit of bringing them the best available entertainment.

People like what they see and hear on KDKA-TV, and they respond by buying our advertisers' products. That's why... in Pittsburgh... no selling campaign is complete without the WBC station...

**\*KDKA-TV's LIST OF PRIZE-WINNING SHOWS**

**BEST OVER-ALL SYNDICATED SHOW WINNERS**

Best Comedy Series	5 out of 5
Best Dramatic Series	8 out of 10
Best Adventure Series	8 out of 10
Best Mystery Series	9 out of 10
Best Western Series	9 out of 10

CHANNEL 2 IS NO. 1 IN — PITTSBURGH

**KDKA 2 TV**



**WESTINGHOUSE BROADCASTING COMPANY, INC.**

RADIO—BOSTON, WBZ-WBZA • PITTSBURGH, KDKA • CLEVELAND, KYW • FORT WAYNE, WOMO  
CHICAGO, WIND • PORTLAND, KEX • TELEVISION—BOSTON, WBZ-TV • BALTIMORE, WBZ-TV  
PITTSBURGH, KDKA-TV • CLEVELAND, KTW-YV • SAN FRANCISCO, KPX

WIND represented by AM Radio Sales • WJZ-TV represented by Blair-TV • KPX represented by The Katz Agency, Inc.  
All other WBC stations represented by Peters, Griffin, Woodward, Inc.

THE MIDDLE OF  
WASHINGTON STATE

# KPQ

WENATCHEE

5000<sup>w</sup>

560<sup>KC</sup>

## AUDIENCE APPEAL

Programs have to BE popular, and RE-MAIN popular to stay on KPQ. We aim directly at the people of central Wash-ington, with SELECTED PROGRAMS ONLY from three networks, plus local news shows, farm, homemaker, and specialty shows . . . and seasonal sports, presently including hometown Northwest league baseball. We give 'em what they want! And spots just seem to slide in there so natural-like, no matter what agencies or partici-pations you're looking for.



WENATCHEE, WASHINGTON  
"Apple Capital of the World"  
Affiliated with 3 networks

National Repts: Seattle & Portland Repts:  
Forjoe & Co., Inc. Art Moore & Assoc.

National Sales:  
Pat O'Halloran  
Normandy 3-5121  
Wenatchee

WE GUARANTEE  
to outpull all other Northcentral  
Washington media 2 to 1

Agency ad libs continued . . .

signing of that 99-year lease in Des Moines just before the office folded.

There's another aspect to consigning topnotch creative men to top management slots well worth thinking about, even if nothing can be done about it. Put simply—what a waste! Such a squandering of talent, so rare a commodity in a business that long ago faced a talent-drought!

One quick glance at any magazine, a few minutes of viewing on any tv channel or listening to the radio is all that is needed to convince any sound judge of what is good advertising that there's a desperate shortage of creative savvy.

G.B.S. once said—he who *can*, does; he who *cannot*, teaches. For the ad biz that might well be paraphrased to: he who can is put into a job where he can't possibly.

### THE MECHANICS OF MANAGEMENT

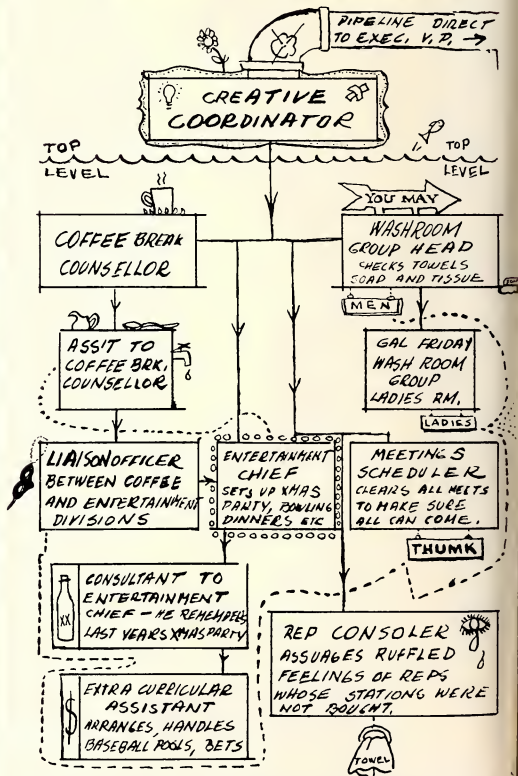
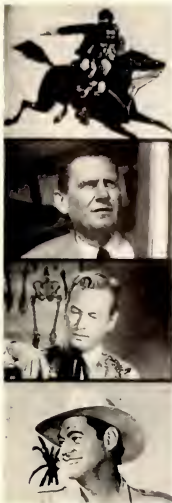


Table of organization, developed by SPON-ON's research staff, allows the large, multi-departmented agency to deal neatly with every-day administrative detail.

always  
first in  
syndicated  
film  
shows,  
now...



#### "THE GRAY GHOST"

Timed perfectly for the current resurgence of interest in the Civil War, this tremendous new series brings to TV the story of a band of adventurous heroes, captained by the legendary John S. Mosby.

#### "HARBOR COMMAND"

Brand new adventure series, bringing to TV the thrilling stories of America's Harbor Police, Coast Guard units and Port Authorities. Starring Wendell Cory.

#### "FRONTIER DOCTOR"

An exciting new series, combining the adventure and excitement of the early West. Starring Rex Allen in the role of the Frontier Doctor.

#### "JUNGLE JIM"

Johnny Weismuller, Mr. Jungle himself, leads expeditions from the Amazon to New Guinea. Together with champion chimpanzee Tamba and an all-star cast, Jungle Jim will appeal to viewers of every age.

*syndicate*  
**movies are better than ever**  
*and newer*  
*on WCAU-TV, Philadelphia*

and now...  
"MILLION DOLLAR MOVIES" are better *and newer* than ever

On "Million Dollar Movie," September 9th, WCAU-TV kicks off the greatest parade of "post-1952" full length features ever released for television.

"AFRICAN QUEEN" (1952, starring Humphrey Bogart)

"MOULIN ROUGE" (1953, starring José Ferrer)

"SUDDENLY" (1954, starring Frank Sinatra)

"PURPLE PLAIN" (1955, starring Gregory Peck)

plus other Class A films starring Gary Cooper, John Wayne, Tony Curtis, Gina Lollobrigida and many others of the same calibre!

Capitalize on this tremendous array of audience-getting programming (backed by the most spectacular promotion ever aimed at the vast Philadelphia TV audience). Contact:

# WCAU-TV

CHANNEL 10 • CBS IN PHILADELPHIA

Represented by CBS-TV SPOT SALES

## Women's week

**Oh that budget!** Now that summer is past, wives of agency men are confronted with the fall dilemma: (1) more home entertaining is required in the fall; (2) wardrobes need replenishing; (3) doing both can strain a budget.

Here are some tips on entertaining at home without expending excessive energies or moneys:

1. Formal dinner parties are always impressive, but can be handled for reasonable sums. Major wardrobe tip: Evening-length woolen plaid at-home skirts are the going trend of the season. These can be varied with different sweaters or shirts that serve double day-time duty.

2. Most important menu tip: as cool weather approaches, hot stewed meats are an in-order, economy-wise dish. The surest way to dress up such dishes is to plan curries, with side dishes of shaved coconut, chutney, ground nuts. The cost will be well under the price of chops or steaks and dinner will look more elegant.

3. To keep down the liquor bills, plan on a round or two of cocktails before dinner, and wine with the meal. Wives experienced in at-home dinner parties guarantee that a dinner-time wine cuts post-dinner drinking in half.

**Ladies tops in media:** It's rumored that the West Coast looks more kindly at lady executives than New York. Another proof of this premise is in the mid-September appointment of Mary Ferriter as media director of Guild, Bascom & Bonfigli, San Francisco.

"We have lots of respect for the female's ability in advertising," says GB&B's Dave Bascom. "Miss Ferriter will be a media director on a level with the agency's other three media directors, two of whom are women."

GB&B's media directors now will be Mary Ferriter, Peg Harris, Marce Sanders, along with the sole male media director, Dick Tyler.

"But we don't discriminate against men," Bascom assured SPONSOR. "Rod MacDonald is the v.p. in charge of media."

Before joining GB&B, Mary was media manager at Botsford, Constantine & Gardner, San Francisco. Her GB&B accounts will be Heidelberg Beer, Max Factor and Breast-O'-Chicken. Mary moved into advertising eight years ago.

**Pro award for lady broadcaster:** The "Woman of Achievement Award" given by the Business and Professional Woman's Club of Philadelphia has just been voted to Margaret Mary Kearney, educational director of WCAU, Philadelphia.

This award "seeks to honor the woman, who, by her own efforts, has made a genuine contribution within her professional field, to the advancement in service of all women." Presentation of the award is scheduled at a 26 September dinner in the Barclay Hotel.

Margaret's list of awards has grown by four in the past four months, since she was also named "Woman of the Year" by the Philadelphia Chapter of the Immaculata College Alumnae, and received three other awards from her professional colleagues.



## WEST VIRGINIA DAIRY INCREASES SALES 500%!

LEATHERWOOD DAIRY, Bluefield, W. Va., conducted a two-day promotion using THE CISCO KID plastic tumbler as a premium with a half-gallon of milk. They write:

"Results were tremendous . . . in a two-day period, 15,000 Bluefield families bought the special half-gallon carton. This means Leatherwood Milk was sold to 74% of the families in our area thanks to THE CISCO KID. We're looking forward to many more profitable promotions with this powerful show."

Ask to see more success stories of  
THE WORLD'S GREATEST SALESMAN!  
"THE CISCO KID"

Write,  
Phone  
or  
Wire  
Collect  
Today



New York  
Chicago  
Cincinnati  
Hollywood



# Why be just part of the Parade..?

Today it's increasingly hard to stand out from the crowd. For every television station on the air five years ago there are now four more! And, at mid-1957, another 350 commercial applications were still pending for yet more stations.

As the parade grows bigger, it takes something special to preserve *your* identity at the agency-advertiser level... to be known for the individuality that makes *you* outstanding in your own market.

Ordinary production line representation won't do it. Without *specialized* selling, you're just part of an ever-lengthening parade your representative tries to "represent." Quality television stations with hard-won local leadership, proud of their community reputations, deserve something more.

*They get it, too,  
from Harrington, Righter and Parsons—  
where specialized representation  
makes so much difference.  
We're glad to explain how.*

**HARRINGTON,  
RIGHTER  
& PARSONS, Inc.**

NEW YORK • CHICAGO  
SAN FRANCISCO • ATLANTA • BOSTON

*television — the only medium we serve*

WCDA-B-C Albany WABT Birmingham WBEN-TV Buffalo  
WJRT Flint WFMY-TV Greensboro/Winston-Salem  
WTPA Harrisburg WTIC-TV Hartford WDAF-TV Kansas City  
WHAS-TV Louisville WTMJ-TV Milwaukee WMTW Mt. Washington  
WRVA-TV Richmond WSYR-TV Syracuse



**JUST OUT... and already**



**RAN**



starring **TEX RITTER** and **THE COLLINS KIDS**  
**JOHNNY COLLINS** **LORRIE COLLINS**

# SOLD IN 20 MARKETS

TO GRIESEDEICK BEER AND OTHER SPONSORS!

SCREEN GEMS

# PH PARTY

9 FILMED ½ HOURS OF  
AMERICA'S FAVORITE NEW RHYTHM

...COUNTRY MUSIC!



TEX WILLIAMS



EDDIE DEAN



MERLE TRAVIS



SONS OF THE PIONEERS

FAMOUS GUEST STARS LIKE THESE IN EVERY SHOW!

For details contact your nearest office.

**SCREEN GEMS, INC.**

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.  
711 FIFTH AVENUE, NEW YORK, N. Y.

NEW YORK  
711 Fifth Ave.  
Plaza 1-432

DETROIT  
709 Fox Bldg.  
Woodward 1-3979

CHICAGO  
230 N. Michigan Ave.  
Franklyn 2-3686

HOLLYWOOD  
1334 N. Beechwood Dr.  
Hollywood 2-3111

NEW ORLEANS  
1032 Royal St.  
Express 9313

TORONTO  
102-108 Peter St.  
Empire 3-4096



# IT'S NO ACCIDENT

There are many

Reasons\* WHY

KWKW

BROADCASTS  
MORE HOURS OF  
SPANISH RADIO  
THAN ANY  
OTHER STATION  
IN THE U.S.

All Day

AND

All Night

(21 HOURS)

\*573,000 Spanish Speaking people listen to KWKW in the L.A. area.

These Spanish Speaking Angelenos spend over one and two-thirds MILLION Dollars per day!

More than 319 Advertisers have used KWKW profitably for one year or more.



L.A.—RYan 1-6744

S.F.—Theo B. Hall

Eastern Rep.—National Time Sales

## 49th and Madison

### New and Renew

Under "Renewed on Radio Networks," the address of Allis-Chalmers is given as Harvey, Ill. (August 24 issue). The company does have a plant there, but the main office is in Milwaukee.

In the interest of accuracy, best regards.

Gerald L. Seaman,  
radio & tv director,

Bert S. Gittins Advertising, Milwaukee

### Film shows in Puerto Rico

Under the section titled Film-Scope on page 78 (31 August issue) you refer to the success of syndicated programs in Puerto Rico and you quote as a source Telepulse 1957 whereas four of the top 15 programs are film imports dubbed in Spanish. I should like to refer you to Telepulse dated June 1957 of Puerto Rico whereby six of the top 15 shows are syndicated shows voiced into Spanish of which, we are humbly proud, that four of the top 15 are ZIV Shows.

I should further add that in our opinion Film-Scope is doing a very fine job and makes very interesting reading and every one of our executives here at Ziv opens to this section first.

Edward J. Stern  
President  
ZIV International

### Movie men and radio

I read with great interest your article in the August 24th issue of SPONSOR by Gordon McLendon "Movie men don't know how to use radio". To put an up-to-date ending on this story, I would like to state that Cinema Arts Theatres in San Antonio are now using KONO Radio as their exclusive radio outlet and are doing a bigger and more profitable business than ever with their four theatres, the Texas Theatre, Josephine, Woodlawn, and Laurel.

10 years ago, in 1947, KONO had saturation schedules on the San Pedro Outdoor Theatre, and for several straight years the Theatre enjoyed some of the biggest gross billings in this part of the country; so saturated

radio and result getting radio definitely is not new for theatre men who know how to properly use the radio.

Jack Roth,

manager, KONO, San Antonio

Please send me and bill me for four copies of the August 24th issue. Your story on "Movie Men Don't Know How To Use Radio" was excellent. I am very much afraid that some of the movie men are still living in the 30's as far as advertising goes. They install popcorn, air conditioning equipment, soft chairs, stick up stills, etc., but the radio copy . . . SAD . . . SAD. Maybe this will wake them up . . .

Joe Milsop

manager, WCPA, Clearfield, Pa.

### Identifying new products

I have been passing my copy of SPONSOR on to our production people a week or two late and, even though late, it has proved the only reliable source they have for tracing out new brand names in both network and spot. Our problem is knowing how to handle these new brands when we hear them on our tape—what company makes it; how is it spelled.

Robert W. Morris,  
executive vice president  
Broadcast Advertisers Reports, Inc.

### An fm set count needed

As a lifetime radio man (since 1924) I went into fm only to prove, at least to myself, that the merits of fm properly presented could improve the status of radio.

In as much as most major cities have a proven percentage of fm receivers—WHY is there not a single fm set count? It is the fm part that results in radio sales in our area and we feel an accurate count should be made. Dealers in our area say unless a radio has fm they cannot sell it. This is a very important part of the radio picture and difficult to understand why so important a figure could be overlooked.

Jerry Cobb, station manager,  
KVEI-FM, Reno



see how  
this rabbit  
multiplies...  
ratings

Some mathematician. *Bugs Bunny*. In recent months the brash little star of Warner Bros. Cartoons increased the late-afternoon audience on KROD-TV, El Paso, Texas, six-fold — jumping from a last-place 4.8 to a first-place 28.1 (ARB, May). Warner Bros'. *Popeye the Sailor* gets Texas-size ratings in El Paso, too, pulling a 26.2 ARB for May—nearly three times greater than the combined total of the two other stations. The El Paso story alone is conclusive proof of the drawing power of A.A.P. Cartoons . . . a success story that is being duplicated from coast to coast.

To see how Bugs Bunny, Popeye the Sailor and other Warner Bros. Cartoons can multiply audiences in your area, write or phone:

**a.a.p. inc.**  
Distributors for Associated Artists  
315 Madison Ave., M.C.erry Hill 6-2323  
75 E. Wacker Dr., DEarborn 2-2010  
1811 Bryan St., RIvereide 7-5553  
9110 Sunset Blv., CHeatview 65556  
Productions Corp.  
NEW YORK  
CHICAGO  
DALLAS  
LOS ANGELES

# KOBY

in San Francisco

No. 1

KOBY is No. 1 station across the board in both Pulse and Hooper! July-Aug. Pulse: weekdays 15.3, Sat. 16.7, Sun. 17.3—averages 6 a.m.-midnight. June-July Hooper, weekdays, 7 a.m. to noon 22.0, noon-6 p.m. 24.0, all day average. Nielsen agrees with a 21,100 rating 6 a.m. to midnight. KOBY operates full time . . . 10,000 watts blanket the entire bay area. Definitely the No. 1 buy because its San Francisco's most listened-to station. See your Petry man, today!

# KOSI

in Denver

No. 1

KOSI is Denver's top rated station all day—all weekend! June-July Hooper: 18.9 a.m., 24.6 p.m. share. June Pulse rates KOSI No. 1 independent, 6 a.m. to 6 p.m., with a 17.0 overall average. All surveys prove KOSI's dominance . . . 5,000 watts-sells full time. Represented by Forjoe.

MID-AMERICA  
BROADCASTING CO.

in Greenville, Miss., WGVM

No. 1 in both Hooper &  
Nielsen

See: Denney & Co., Inc.

## SPOT BUYS

### TV BUYS

**American Chiclé Co.**, Long Island City, N. Y., is planning a campaign in scattered markets to push its Dentyne gum. Schedule starts 1 October for 13 weeks. Minute film announcements will be slotted 5:30 to 11:30 p.m.; frequency will vary from market to market. Buyer: Bill Santoni. Agency: Dancer-Fitzgerald-Sample, Inc., New York.

**The Bon Ami Co.**, New York, is going into some 50 major markets to advertise its Jet-Spray Bon Ami, with Scott Towels tied-in. The Scott Towel Co. will, in turn, promote the cleaner in its spot television. The 10 week campaign will kick-off in September. Minute and 20-second announcements will be scheduled both day and night; average frequency: 10 spots per week per market. Buyer: May Dowling. Agency: Ruthrauff & Ryan, Inc., New York.

### RADIO BUYS

**R. J. Reynolds Co.**, Winston-Salem, N. C., is preparing schedules in some 200 markets for its Cavalier cigarettes. Campaign starts in September for 12 weeks. Minute e.t.'s will be placed throughout the day, Monday to Saturday. Average frequency: eight per week, per market. Buyers: Hal Simpson and Jim Scanlon. Agency: Wm. Esty Co., New York. (Agency declined to comment.)

**National Biscuit Co.**, New York, is using a short-term campaign during September in 25 selected markets to advertise its new Cocoa Grahams. Minute and 20-second e.t.'s will be scheduled during daytime hours, Monday to Friday. Buyer: Jane Podester. Agency: McCann-Erickson, Inc., New York.

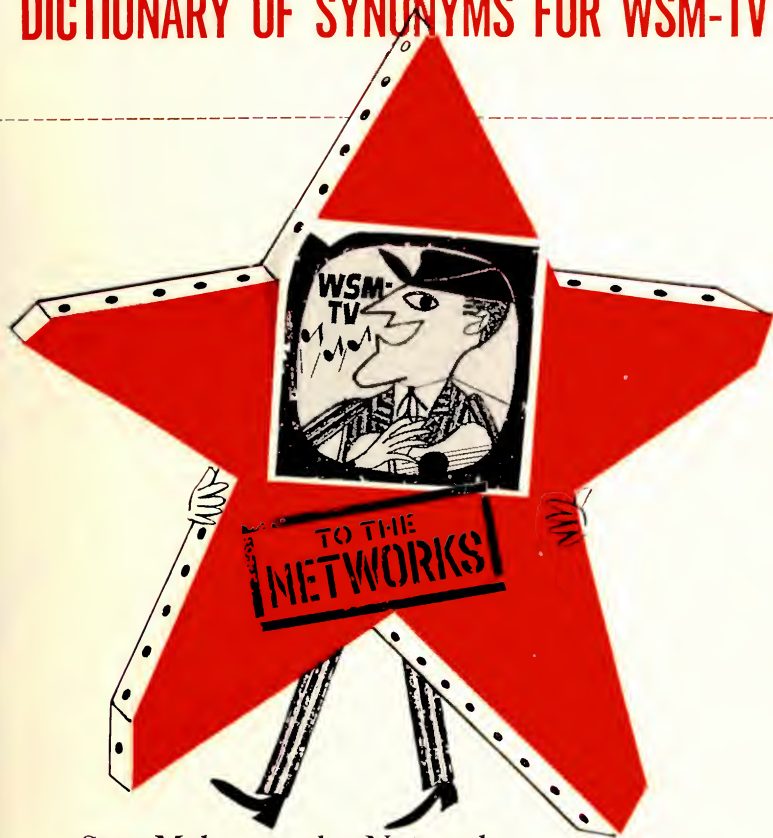
**Campbell Soup Co.**, Camden, N. J., is planning a heavy saturation campaign in about 91 markets to advertise new soups. Schedule begins in September for 23 weeks. Minute, 20 and some eight-second e.t.'s will be slotted every day of the week, 7:00 a.m. to 7:00 p.m., with heavy scheduling on Wednesday, Thursday and Friday. Frequency will depend on market. New soups are turkey noodle, minestrone, and chicken vegetable. Buyer: Ed Fluri. Agency: BBDO, New York.

### RADIO AND TV BUYS

**J. A. Folger & Co.**, Kansas City, is entering 130 radio and television markets to promote its instant coffee. Schedule kicks-off 23 September for a minimum of eight weeks. In television, nighttime chainbreaks and I.D.'s will be used; average frequency: 10 announcements per week per market. In radio, minute announcements will be scheduled during daytime segments, Wednesday, Thursday and Friday; frequency will depend upon the market. Buying is not completed. Buyer: Jim Ducey. Agency: Cunningham & Walsh, New York. (Agency declined to comment.)



# DICTIONARY OF SYNONYMS FOR WSM-TV



## Star Maker to the Networks...

Since January 1957, 27 WSM and WSM-TV stars have made 76 network TV appearances. You've seen them on NBC-TV shows with Dianna Shore, Tennessee Ernie, Today, This is Your Life, Tonight, Steve Allen, Kraft TV Theater; on CBS-TV shows with Jackie Gleason, Gary Moore, Ed Sullivan, Jimmy Dean, Arthur Godfrey, Gunsmoke, Vic Damone; on ABC-TV shows with Paul Winchell and the Big Beat. With this kind and quantity of talent on tap, it's easy to see why WSM-TV is clearly Nashville's Number 1 Television Station. Ask Hi Bramham or any Petry man about America's most astonishing talent story.

Channel 4, Nashville, Tenn. • NBC-TV Affiliate • Clearly Nashville's #1 TV Station  
IRVING WAUGH, General Manager • EDWARD PETRY & CO., National Advertising Representatives

# WSM-TV

WSM-TV's sister station - Clear Channel 50,000-w. • WSM-TV also... (text is partially obscured)

AT FIRST A WHISPER!

NOW A SHOUT!

# "ZIV'S GOT ANOTHER SMASH HIT!"

Yes, it's Ziv's HARBOR COMMAND! What a combination  
...a commanding role...a commanding performer...  
fused in white hot action!

## OVER 135 MARKETS ALREADY SOLD!

HAMM'S BEER	NUCOA MARGARINE	WNAC-TV — Boston	KLRI-TV — Las Vegas
LION OIL	ONE-A-DAY TABLETS	WTVN-TV — Columbus, Ohio	WCAU-TV — Philadelphia
SEALY MATTRESS	LA ROSA SPAGHETTI	KYW-TV — Cleveland	KOAM-TV — Pittsburg, Kan.
CAPITOL BEDDING	ROCHESTER HOSPITAL SERVICE	WTVY-TV — Dothan	KPHO-TV — Phoenix
COCA-COLA	MULLER-PINEHURST DAIRY	WANE-TV — Ft. Wayne	WHIC-TV — Pittsburgh, Pa.
ALKA-SELTZER	INDEPENDENT LUMBER CO.	WDAM-TV — Hattiesburg	KSL-TV — Salt Lake City
KROGER	ROCHESTER MILK PRODUCERS	WFGA-TV — Jacksonville	KRON-TV — San Francisco
FORD	S. A. MACH. & SUPPLY CO.	WTVJ-TV — Miami	WOAU-TV — Scranton- Wilkes Barre
CARNATION MILK	HOME RADIO & FURNITURE CO.	WKXP — Lexington, Ky.	KQVR-TV — Stockton
BLUE CROSS	WLW-A — Atlanta	WDSU-TV — New Orleans	KOLD — Tucson, Ariz.
WEST END DAIRY	KBAK-TV — Bakersfield	WOR-TV — New York	KTNT-TV — Tacoma
SQUIRT	WAFB-TV — Baton Rouge	WKY-TV — Oklahoma City	WTVT — Tampa
LEE MOTORS	KVDS — Bellingham	WEK-TV — Peoria	KTVX-TV — Tulsa
DEERT BAKING	KBDI-TV — Boise	WLW-TV — Indianapolis	KONA — Honolulu and others



Quality! Ratings! Success!

# "HARBOR COMMAND"

Starring

## WENDELL COREY





From 6 to 9 a.m. . . . from 9 to noon . . . as all day . . .

# It's a WHB world

Ask to see the WHB area dominance story—  
packed with convincing documentation!

Latest AREA NIELSEN: WHB first with 48.5% 6 a.m.-6 p.m.

Latest HOOPER: WHB first with 42.4% all-day average

Latest TRENDEN: WHB first with 42.1% all-day average

Whether it's prime . . . or any time . . . talk to Blair or  
WHB GM George W. Armstrong.

**WHB** 10,000 watts on 710 kc  
Kansas City, Missouri

**54.1%**

*area Nielsen—  
(6 a.m.-noon) more  
than all other  
Kansas City radio  
stations combined.*

**STORZ  
STATIONS**

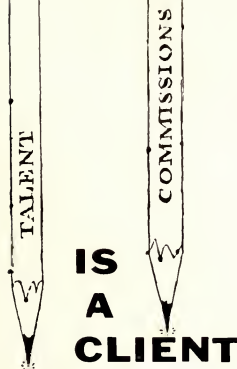
TODAY'S RADIO FOR TODAY'S SELLING

WDGY Minneapolis St. Paul  
WHB Kansas City

WQAM Miami  
REPRESENTED BY JOHN BLAIR & CO.

**TODD STORZ, PRESIDENT**

WTIX New Orleans  
REPRESENTED BY ADAM YOUNG INC.



**IS  
A  
CLIENT  
REVOLT  
AGAINST  
TV COSTS  
BREWING?**

UNIONS

SCENERY

SUPERVISORS

Tv production costs will get sharper scrutiny from clients as split in audience indicates danger of cost-per-1,000 increase. Areas they want to pare: talent prices, unnecessary padding of time and cost

**T**his may be the year when clients stand up on their hind legs and protest against rising tv costs with concrete reasons to back them up.

Like the weather, tv costs have been the perennial subject of conversation ever since there was a television medium. But this year a closer scrutiny of costs is regarded by many admen as inevitable.

If there's fat in tv program or commercial production costs, 1957 is the year when the trimming can be expected to start.

The reasons why the budgetary pen-

cils have been sharpened are multiple:

- Profits for many manufacturers are slimmer and harder to come by now. Today most advertisers have to plan on giving extra incentives to dealers and consumers to push sales in the more competitive markets. Since the cost of selling is up in various directions, all advertising costs come under the microscope.

- Tv audiences will be split this fall as they've never been before in tv history. The strength of ABC TV coupled with good programming on independent stations (films) mean that

even if production and time costs had stood still, cost-per-1,000 would be rising. Clients will be looking for ways to hold the cost-per-1,000 line.

- Tv costs in effect will be in the limelight at this fall's ANA meeting through the Professor Frey study of agency compensation. An earlier and independent survey of the ANA membership has already indicated that the tv package show commission has suffered some serious inroads among national advertisers. (See 31 August 1957 SPONSOR for survey details.)



## Clients want savings

### behind the scenes, not in

### on-screen values, stress cuts

### in excessive crews, personnel

As an increasing number of clients begin to talk about tv costs, the major point they are trying to determine is: Where precisely are the areas of inflation? These are some of the tentative answers.

1. Many clients feel that no one has fought hard enough to keep prices down. Show costs, they say, are not necessarily in line with production costs.

"The price is determined by what the freight will bear, rather than by the actual cost of producing," says the advertising director of a major package

therefore impractical for them to share the possibility of getting a good size return.

"Even when a client does make such a contract, it's not necessarily a big saving for him," says Y&R's Rod Erickson. "Rarely will the producer of a top property make that kind of deal. And even if he does, it may take a couple of years in syndication and in foreign markets, before the program shows any profit."

2. There's padding of production expenses which tends to amount to considerable money by the end of the year, according to sponsors of live shows. "We could be buying a spot booster campaign in at least two extra markets for a year on the unnecessary expenses that come through to us," says the advertising director of a large appliance manufacturer.

One of the incidents that he cited as typical "padding" was a better than

3. Talent agents are pushing talent prices out of line in proportion to the popularity of certain show categories. This year, musical and variety talent is at a premium and sponsors with such shows are feeling the pinch.

"It isn't just the kind of bargain the talent agents drive that disturbs us," one cigarette adman told SPONSOR. "It's the fact that they take a very short-range view of the business by forcing prices up. In some instances, they even add 10% in commission to the over-all net cost of the show package. When you add this figure to the packager's profit and to the agency commission, you find that some 35% of the cost of a show to the advertiser goes for things that never appear on the screen."

The one area of production costs that have not been driven up in proportion to talent costs are the prices for scripts. In fact, this is the one cost factor clients rarely complain about, nor is it likely that any major saving could be made here. The average price paid for a one-hour dramatic script even by top talent is still only \$2,000, or about 3% of the total show production cost.

4. Commercials production as such is still getting less of a going-over than programming, since commercials—while taking 10% of programming time—generally cost far less. Clients say it isn't a question of cutting down on money allotted, but rather on making increasingly sure that it is used in the most effective and efficient way.

"Agency commercials producers are very experienced by now," says R&R's tv-radio v.p., George Wolf. "Virtually every one of them could be a full-fledged programming producer on his own. Our commercials head is a man who'd previously worked for a film commercials producer. This means that it's impossible for any price padding to slip by us. We don't feel that the cost of commercials has gone up in proportion to the cost of programming."

Problems with excessive commercials costs arose more frequently, according to a number of clients, when there were more live network commercials. Extra costs stemmed from the fax rehearsals the networks insisted upon and also from a lack of sufficient pre-camera planning in the earlier days of television.

But on the whole, the majority of advertisers agree that commercials will

#### A "LITTLE" PADDING ADDS UP BY YEAR'S END

A typical case of "milking" that clients object to occurred for one sponsor, who got a bill for more than \$200 after one weekend's rehearsals for his show. This bill was for "coffee and sandwiches for the crew!" Were such an item to be repeated on a 52-week basis, it would actually pay for two extra commercials at \$5,000 each, or for additional stations on the client's network lineup, or for a brief spot schedule in a trouble market. Such a bill is typical of the "behind-the-scenes waste" that clients will clamp down on severely in the coming season—this client said "no" and didn't pay.

foods firm who adds these points:

"The agency doesn't bargain as hard as it might for us for two reasons: (1) Its gross commission hinges on our expenditure, and that takes away part of the incentive to cut the price. (2) Once the price is agreed upon, the packager takes the risk. He knows that keeping the production cost down will increase his profit. It won't do anything for us, the sponsor, however."

Some clients have changed this picture by sharing in the producer's equity. This is true of Colgate's *Thin Man*, Sterling's *The Vise*. Lorillard's *Board of Last Resort*.

However, most packagers are unwilling to give up any part of their equity to the client, since they can get financing from other sources. It's

\$200 sandwich and coffee bill for the production crew on a weekend of rehearsing. "We want good work from them," he told SPONSOR. "But there's nothing in the union contract that says they've got to get ham and cheese on rye at our expense."

Insignificant though such a bill might seem when pitted against the multi-million production budget of a show, it does create suspicion about other hidden costs which have been less easy to catch.

"Our agency discovered one item that really burned us," said the top advertising executive of a cosmetics firm. "We were paying overtime for the network crew—because they'd worked 40 hours on other shows before coming to work on our program."

be the last area of tv production costs to feel any pinch. "This is the part that sells our products," the brand manager for a detergent told sponsor. "To skimp on it means cutting our own throat."

This does not mean that clients don't look more and more averse at any waste footage or at imperfections in the final product. During the year to come, they're likely to become increasingly involved in the shaping of storyboards and pre-production planning to make sure that the final product achieves the criteria of salesmanship they want.

5. Filming programming outside the country, while not yet a major trend, is likely to pick up popularity in the next year. Of course, the possibilities of going outside the U.S. are often limited by the pool of actors available and the requirements of the story. But more clients are investigating such possibilities and Great Britain and Canada will be the countries to gain from this trend.

"If you can shoot in England you can save yourself as much as two-thirds of the out-of-pocket cost," says Rod Erickson. "Just eliminating SAG residual payments spells out a big saving. But you can't adapt every show to conditions outside the U.S."

6. "Tv has gone Hollywood," is one of the most frequently heard complaints about production methods and costs. "They aren't happy unless they've got 75 guys on the set, and no one knows what the other one does."

Most clients admit that nothing pains them as much as going into the client booth and counting the number of people on the set.

"We pay \$65 for a guy to carry an ashtray across the stage," says Raymond Spector. "Now I'm certainly not against unions, but they're a part of this industry too and they shouldn't milk it so or their source of money will run dry."

The fault for excessive union demands in terms of size of crews, and work conditions and wages lies with the producers and networks, according to advertisers. They feel that a tougher bargain should have been struck with the unions years ago.

"Maybe the answer will be for us to get in on the negotiations more directly," the ad manager of a drug company told sponsor. "So far we've pressured only in the background through our agencies, but since this hasn't worked,

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## CLIENTS OBJECT TO "HIDDEN COSTS" THAT DON'T HELP SHOW, NOT ON-SCREEN VALUE

### Crews seem too large

Clients don't like paying "\$65 to have a guy carry an ashtray across the set." They realize that union contracts require certain size crews, but feel networks and producers could have bargained harder for less costly requirements. The industry must police itself.



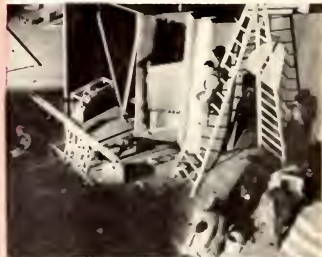
### Scripts are still cheap

Although they're the key to a good show, scripts are not overpriced, according to the experts. Few clients object to those costs that "actually appear on the screen." The script for an average hour drama costs only \$2,000, but staff writers for comedies are over-paid.



### Sets are costing more

Competition for ratings has driven set and scenery costs up, as each show strives for top-notch production values. "Like Hollywood, tv has to be colossal these days," sponsors say. Again they don't object to paying for top sets, just to time waste in producing them.



### Too many supervise

Supervisory talent at the top is most expensive over-the-line cost outside of performing talent. Today sponsors want to make sure each of the supervisors is pulling his weight, contributing to show values. They're clamping down on duplication of producers, directors,





"Americans are constantly on the move with radio," says ABN President Robert Eastman explaining his cancellation of Nielsen Radio Index. "The Audimeter can't follow the portable around. People not only carry the radio . . .



" . . . around outside but in the home, too. Radio is now a multi-access medium with 50 million out-of-home sets. The audience to these out-of-home sets is not being measured properly today. We feel that though Pulse doesn't get all the audience, it captures more of it than Nielsen does. The Nielsen measurement . . .



" . . . of autos was a step in the right direction but there's more to radio than just counting heads. The trouble with radio research is that the eye is not on the ball but on the referee. The ratings don't measure salesmanship. We're going to sell the . . .

## WHY ABN DROPPED NIELSEN

Meters don't capture all the audience, undersell radio, ABN President Robert Eastman contends. Though ABN will use Pulse, the emphasis will be on salesmanship and showmanship to prove that sales results for the sponsor are the best research data for radio

**R**ating services have been bought and junked before but the dropping of Nielsen by the American Broadcasting Network has had some of the impact of a large rock in a small pond.

*Item:* ABN had been a subscriber to the Nielsen Radio Index for 11 years. Furthermore, the cancellation came on the eve of the introduction of a new, and what was widely-heralded as an improved, NRI.

*Item:* Though ABN President Robert E. Eastman stated that current audience research does not do justice to radio's audience reach, he turned around and bought a new Pulse net-

work rating service. This will be a multi-market measurement covering an estimated 40% of U.S. radio homes.

*Item:* Except for a few years, Nielsen has had a monopoly of the network radio rating business. In buying Pulse, Eastman was instrumental in injecting what will undoubtedly be a new competitive note into network radio promotion battles—a safe assumption in light of the fact that different rating services often come up with different figures.

*Item:* An underlined preference for one rating service as against another is not an every-day occurrence in the

top echelons of the broadcasting business. Though there has been no official announcement about ABN's purchase of Pulse, the dropping of Nielsen was significantly accompanied by an ABN press release citing the reasons for the move.

*Item:* NRI's wide acceptance on Madison and Michigan Aves. will admittedly not help Eastman's initial sales efforts, which are of crucial importance now with ABN clothed in a drastically revised programing garment.

Though some admen have gotten the impression that Eastman is fight-





"... basic values of radio and we're going to help our affiliates do that, too. We're going to provide them with sales and programing aids. A healthy network needs healthy stations. We're going to sell imaginatively and we're going to program for today's audience."

ing himself, there is an underlying strain of consistency in Eastman's approach, strongly reminiscent of his operations as a station representative executive with John Blair Co.

The switch from Nielsen to Pulse, which carries the overtones of a calculated dramatic move, is Eastman's way of saying he has no intention of supporting research that undersells radio. It has long been an article of faith with him that an important segment of the radio audience is not being measured, and, of course, he is not alone in this. The lost audience he is thinking about, he told sponsors, are Americans on the move, listening to portables at beaches and parks, carrying small radios around from room to room, tuning in a hotel room, listening at work, in stores and in restaurants.

The Nielsen Audimeter, he maintains, immobilizes the radio set, thus cannot corral Americans on the move. While he welcomes Nielsen's auto measurements and NRI's new cumulative audience data, he feels it is not enough. Though Eastman doesn't believe that Pulse measures the entire radio audience, he feels its method captures more of it.

A more precise key to Eastman's

thinking, however, has nothing to do with research. It is his ambition to recast ABN's image in terms of showmanship and salesmanship. While research will play a part in selling ABN to advertisers, Eastman will deal more heavily with other tangibles.

He will stress sales results, for one thing. As proof of the contention that counting heads is just part of the radio story, Ray Lichmann, director of sales development and research, points out that, though *Breakfast Club* didn't have as high ratings as other shows on ABN's morning block, it has been more popular with advertisers.

This is one of the reasons why *W hispering Streets*, *My True Story* and *When a Girl Marries* were dropped from the ABN schedule, a surprising move in view of their strong ratings.

There were other reasons, too. As ABN told the industry in a recent trade ad quoting Nielsen, soap operas have dropped 37% in their share of radio audiences. The ad also cited an RAB survey earlier this year which brought out that 60% of the housewives listen to music, while 34.3% listen to soap operas. And finally, it was pointed out in the ad, nighttime tv satisfies the demand for drama.)

The attitude among many agency

research men that sales effectiveness is tough to measure doesn't fare Eastman.

"You can measure sales effectiveness," he said. "Cash registers are measuring sales effectiveness day in and day out, every day of the year, up and down Main St. And isn't this what the sponsor is really interested in?"

"We know what the basic values of radio are. We're experts in our field and we know our product. We won't let 1,200 Audimeters measure that value for us. Nielsen doesn't measure salesmanship."

Then, he added, "The trouble with radio research is that the eye is not on the ball but on the referee."

As a subscriber to the new Pulse network service, which will cover about 13 million radio homes in 26 cities, Eastman will not let the results lie on a shelf. He made clear Pulse ratings will figure in ABN's selling plans.

This is no contradiction to his statements about the values of audience research, he maintains. Because Pulse interviews people in the home, he said, it gathers in its net listening in the many scattered places where

(Please turn to page 53)

**Showmanship** will be stressed in ABN's new program and sales plans. An example of hoopla is provided below as models promote the Herb "O-car" Anderson Show at a Chicago agency. The program, first of the new weekday lineup, made its debut on Labor Day



# HOW TV LICKED A WINTER SALES SLUMP



National Paint & Varnish of Los Angeles boosted sales 22% with a well-researched, merchandised television campaign. Lack of competitive activity assured dealer interest, heightened impact, helped distribution

**M**any industries have "off-seasons," that annual period of low sales when the industry pulls in its head and waits for fatter months. But here's the story of a company that decided to do something about a seasonal slump.

National Paint & Varnish Co. of Los Angeles discovered last winter that their off-season was the result of not trying to sell: for with a modest budget, spent mainly in television (70%) and a well planned, merchandisable campaign, they were able to take the annual dip out of their sales curve.

The campaign, handled by the Tilds & Cantz agency of Los Angeles, consisted of 100 minute tv spots and 270 radio announcements. The schedules were divided among five tv and three radio stations for a seven-week period.

On television nothing less than minutes were used to take full advantage of product demonstration. In radio both minute and 30-second spots were used.

According to Melvin Spellens, company president, as a result of the campaign, winter sales increased by 22%.

"One of our objectives," says Marvin Cantz, account executive, "was to create the illusion of a much larger campaign, primarily for the impact this would have on our dealers."

To the trade, the campaign was billed as the biggest "off-season" paint promotion yet, aimed at relieving the winter sales slump. Company salesmen, equipped with complete advertising details, explained to dealers that National's objective was to produce maximum sales support at the time

when it was most needed, during the fall and winter months.

The same message was carried via full-page insertions in regional paint and hardware journals. To increase the impact and scope of this campaign to the dealer, Ethel Jacobs, National's advertising manager, sent ad reprints, letters and giant-size cards to all dealers in the area. The agency was successful in getting all radio and tv stations participating to also send telegrams, cards and letters to local paint dealers. All told each dealer received 12 direct mail pieces in a period of three weeks. Trade and consumer publicity supported this effort.

A successful campaign depends greatly on planning and coordination; and the impact of this one was no acci-

**Research, television and direct mail were the three basics of this campaign**



**Media plans** emphasized television because National's product required strong demonstration. Media director, Bill Frank confers with Cantz

**Market research** was backbone of the campaign. Marvin Cantz (L), Margorie Adams and Russell Hare, discuss consumer habits

**Merchandising** supplied dealer impact. Each retailer received 12 separate mailings from agency partner, Walter Tilds and client







**Vivid demonstration** of "Color-Lok process" is given when a mischievous youngster marks up painted walls, then wipes them clean



**Complete campaign** is presented to National Paints' advertising manager, Ethel Jacobs and general manager Melvin Spellens (c.) by Marvin Cantz. Campaign was completely accepted, despite the fact that it represented an enormous departure from any previous campaign in National Paints' long history

dent. When Tilds & Cantz took over the National Paint account last summer, an extensive market research program was launched under the direction of Russell Hare, head of market research at the agency. This study provided many of the answers for the client and agency.

Here are some of the key findings:

Research indicated that the nationwide slump in paint sales need not apply to Southern California. National's distribution area, where a moderate climate allows for year-round outdoor painting.

Most interior and exterior painting is done between the months of March and September. The peak months for interior painting are May and September, most exteriors are painted in July and August. The lowest point of painting activity is in December and January although this decline is not as sharp in southern California as elsewhere.

Selection of color, Hare reported, is

the woman's realm in interior paint, but is handled by both men and women in exterior color choice. It is the man who usually does the purchasing. Color lines definitely influence the choice of brands, and a brand with sufficient choice of colors is in a good competitive position. The retailer has an important role in brand selection, both through recommendation and stock carried.

Research also indicated that excessive competition among paint brands and a lack of really strong brand preferences made it difficult to sell a particular brand of paint. The dealer encountered the problems of time-consuming brand indecisiveness on the part of consumers and the highly seasonal nature of the product.

Advertising objectives grew out of these studies. National was to introduce a symbol for immediate brand identification, provide a tangible reason why its paint was "better" and key

(Please turn to page 38)

# NIGHTTIME RADIO'S STAR IS RISING



This week new evidence of radio's strength in prime tv time turned up. Reps and stations report gains in nighttime business. But smashing down psychological barriers still remains night radio's biggest problem

Part of a continuing series on nighttime radio

This week, fresh evidence was stacked on the growing pile of proof that nighttime spot radio is one of the greatest areas of opportunity for advertisers.

This week, too, sellers are stressing this opportunity a little more and buyers are listening a little harder. Most station reps report sales in nighttime hours are well ahead of last autumn. A number of timebuyers predicted such an increase months ago in a SPONSOR survey (see Tv/Radio Basics, July 1957). The outlook is promising and nighttime radio's star is rising.

But the psychological barriers remain. Despite overwhelming evidence of radio's vast potential after 7 p.m., many an advertiser is still afraid of the dark.

The latest evidence is being published this week in New York. It is a five-color, 35-page book of facts titled, "Two for the money with nighttime radio," compiled by the Radio Division of Edward Petry & Co. Here are the points it makes—and they are typical of the way nighttime radio is being sold today:

1. Nighttime radio audiences are large—just a shade under daytime.
2. These audiences remain with radio during all television prime time, with no great fluctuation in size. The biggest audience is between 8 and 9 p.m.
3. Nighttime radio listeners represent a family audience—with a bonus of more men proportionately than can be reached at any other time (see audience composition chart at right).
4. This audience is *not* composed of poor people who don't have television sets. It is substantially the same audience that listens to radio during the day.
5. The listener at night is usually relaxed and attentive.
6. Nighttime radio is in a position to be dominated to some extent by a big advertiser.
7. Night—and late night—signals have tremendous reach, are rarely counted in full on area surveys.

The Petry presentation stresses one other point. Clients can get "two for the money," in line with the fact that many stations are repricing nighttime radio so that it goes for half the cost of day. It lists 29 major markets (not all are the site of a Petry-represented station) which can be bought for half price after 7 p.m. This is not a com-

plete list of all such stations, for the picture is changing rapidly.

NBC Radio Spot Sales as well is bringing out a new rate card for its stations. For participations there will be a single rate including days, nights and weekends. But there will be a second rate for programs after 8 p.m. on Mondays through Fridays. This rate will be slightly lower than the daytime rate on programs.

While a number of stations are meeting the nighttime sales problem through reduced rates, others are going out after the same business with a reverse tactic. The Bartell stations, for example, have very recently raised their nighttime radio rates 15%.

Up or down, rates will not be the sole factor in stimulating nighttime radio sales. But the fact that they are being juggled about is indicative of the new aura of interest surrounding the medium.

The roadblocks still in the way of a really big national nighttime crash-through are still big. But, according to a number of industry leaders, they boil down to this: "It just ain't fashionable."

Yet here are a few weathercocks that point to an increase in night buying that may answer the "It ain't fashionable" feeling with "Maybe not—but it's profitable."

- Most cigarettes now go in for heavy use of nighttime radio.
- Beers generally use nighttime—and beers have been in heavy this summer.
- Texaco schedules about two-thirds of its radio advertising at night.
- The Tea Council buys heavily after 7 p.m.

Local advertisers, the shrewd insiders in every market, are using nighttime radio and have been for a long while, but nationals are gradually joining them. Among these nationals who recently have been scoring success after 7 p.m. are American Tobacco for Lucky Strike and Hit Parade, Time Magazine, Liggett & Myers for Oasis, Texas Co., Hellman's, Shell Oil, and Novo Greeting Cards.

Westinghouse Broadcasting estimates their dollar volume in nighttime sales for July of this year was 150% ahead of sales for July 1956. Much of this increase Westinghouse attributes to its new "Lateral programing" that features a "behind-the-scenes" theme in a nightly show called *Program PM*. One of its stations

(WOW, Fort Wayne) has attracted 40 local sponsors with this format.

Practically every station rep that *Sponsor* talked to also reported good gains in nighttime radio this summer with every sign of the increase continuing to build now that fall has come. Besides this, renewals are steady. Of course, it must be remembered that daytime has continued to grow in vol-

umens rather than through daytime crowding. "No radio schedule is complete without nighttime," contends Perry Bascom, manager of national radio sales for WBC.

Among a number of reps and stationmen there is a growing tendency to try to sell nighttime as part of the broadcast day. Psychologically this approach may have much in its favor,

## NIGHT RADIO HAS A GOOD FAMILY AUDIENCE

	Men	Women	Teens	Children
Morning	17%	63%	6%	14%
Afternoon	17	59	10	14
Evening	27	45	18	10

**What** is a nighttime radio audience? It is a family audience with a bias audience when, as is indicated by the above chart from an Edward Petry & Co. presentation just published this week. Titled "Two for the money with nighttime radio," the study runs to 35 pages, stresses the vast potential of radio advertising after 7 p.m. This particular chart is based on an A. C. Nielsen Nov.-Dec. 1956 study. See text for full treatment of main points of Petry presentation.

ume too, and it must influence the growing success of nighttime sales.

For daytime and traffic hours, in many cases, cannot contain all the announcements of a heavy saturation schedule and some must spill over into nighttime. Package plans also help introduce clients to the advantages of nighttime. Whatever leads clients to these new pastures is all to the good, but nighttime will only come into full flower when clients move into it delib-

itately, rather than through daytime crowding. Nor does the station have to compete with itself in selling its time. As was pointed out to *Sponsor* by a rep salesman who formerly specialized in selling all-night shows in a major market, there are some station people who hesitate to do anything that might disturb their daytime success. But as days fill up they will be forced to push nighttime.

**Cost-per-1,000 between the nighttime hours of 6 and 9 p.m. is 7c less than between the so-called "prime time" hours of 6:30 and 9 in the morning**

However, it is this same salesman's belief that the most successful way to sell nighttime is to do it program by program. First, build a strong program with a strong personality. Then go out and sell it.

As for success stories, these are trickling through in increasing numbers. Probably the most dramatic of these were the series of test announcements scheduled by Radio Advertising Bureau under the most illogical of conditions—and all in nighttime hours.

For example, in San Diego where nobody buys coal (average temperature 59°), RAB ran the Blue Coal radio jingle smack in the middle of KFMB's evening schedule. Four days after the last of 52 announcements were aired, Pulse checked San Diegoans at random, found that 11% recalled the ads and that many could sing back the jingle.

Laura Scudder potato chips, a Southern California product, which had never been East before, was advertised by RAB in Baltimore on WTTB and

WBFB on shows at 7:15 p.m. and 9:15 p.m. A Pulse check found 11.9% of those Marylanders questioned remembered Laura Scudder potato chips and of these, 78% retained one or more main copy points in the jingle.

In still another test of nighttime radio's impact, RAB sponsored a 15-minute show at 10 p.m. on WMBR in Jacksonville for Gold Shield coffee, a beverage brand exclusive to the Pacific Northwest. Two days after the "sponsorship" was dropped, Pulse interviewers at eight Jacksonville intersections found that of passersby interviewed 15.3% remembered the commercial for this coffee.

Similar results have turned up after other schedulings in the continuing tests conducted by RAB. Currie's ice cream, a California product, achieved high recall when advertised on WCCO, Minneapolis, in the heart of night prime tv time in this market with 90% tv saturation.

The ultimate success of nighttime radio, of course, rests with the buyer.

Here are some random facts collected by SPONSOR from many reps and many sources that may help buyers make up their minds that this season may be a good time to join the torchlight parade:

- Nighttime radio has a big auto bonus. Nielsen MRI-NSI summary report for early winter 1956 showed 1.4 million auto radio sets-in-use at 8 p.m. with an average of about two listeners to a car. As one adman pointed out, this is a good bonus since today's cars which do almost everything but steer themselves have rendered driving a sort of hypnotic thing so that motorists can be more attentive to the car radio.

- Early this year, RAB reported that 63.4% of all families listen to radio at home at night. This is almost as many families as are covered by metro daily newspapers (about 67%).

- Nielsen sets-in-use figures show that almost any night at 8 p.m. more than four million homes are tuned to radio (autos not included).

- A recent Peters, Griffin, Woodward presentation showed the cost-per-1,000 between 6:30 and 9 a.m. is 30c against 73c between 6 and 10 p.m. It showed further that in traffic period's 786,611 radio families are reached in and out of homes while at night 650,511 are delivered. This study was based on 23 stations representing 31% of total U.S. radio homes.

- A Pulse study showed 10 to 15% more listeners per radio set at night than in "prime" 7 to 9 a.m., and 30% more than in afternoons.

- A March-April 1957 Pulse study in five markets (Boston, Cleveland, Fort Wayne, Pittsburgh, Portland, Ore.) revealed that the weekly accumulation of radio sets-in-use between 8 and 10:30 p.m. averaged 50 to 70%.

- Don't overlook those signal coverages at night. WLAC, a 50,000-watt in Nashville, ran a month mail count on response to all its programming between 8 p.m. and midnight. Mail count—133,920 pieces from 20 states (well beyond its NCS #2 coverage of 394 counties in 15 states).

For more articles on nighttime radio see the following in SPONSOR: "Don't be prime-time blind," 16 March 1957; "These clients aren't 'prime-time blind'," 20 April 1957; "Who will make the big nighttime radio breakthrough?" 1 June 1957; "Are lower rates needed to sell nighttime spot radio?" 13 July 1957.

## NIGHTTIME'S BIG ROADBLOCKS

**THE TV FALLACY:** Since the arrival of television, clients have been telling themselves that nobody listens to radio at night. While tv may dominate night entertainment, the margin of difference is much smaller than is supposed, 63.4% of all families listen at home at night.

**"IT JUST AIN'T FASHIONABLE!"** Maybe not—but it's profitable because a big audience exists in nighttime radio. What's more they stay with it in prime tv time, reaching a maximum between 8 and 9. Nor are they people who can't afford tv, new Petry study shows.

**LACK OF SUCCESS STORIES:** It is true that more success stories from national advertisers would help sell nighttime radio, but this does not mean success stories are non-existent. Texaco, American Airlines and other nationals are using night radio with success.

**WEAK SELLING:** In some cases, sellers who have highly successful daytime schedules hesitate to properly push for nighttime business, feeling they may be competing with their daytime business. But a lot of other sellers are really out pushing nighttime along with day.

**PROGRAMS HAVE NO IMPACT:** This statement may be true in the case of some stations, but more and more the successful operations are becoming aware of after-dark shows and are rebuilding them. WBC reports big gain through new format, Program Pm.



# RADIO SET SALES ARE UP 13%

RETMA figures show both home and auto set trends are running well ahead of 1956. On the radio network front, the current amount of weekly time sold is 11.4% ahead of four weeks ago

The radio set picture in 1957 is a bright one.

RETMA figures on retail sales of home sets and factory production of auto sets show the U. S. is consuming radios at a rate 13.1% faster than last year.

These figures cover sales and production through the first seven months of both 1956 and 1957. The auto radio production figures are the closest data to actual auto radio sales since most auto radio sets are not sold at retail stores but produced on order for

manufacturers of automobiles.

Total figures for 1957 thus far show 7,327,408 sets sold or produced compared with 6,479,771 through July of 1956. Auto radio production is especially healthy, a reflection of the lively mid-summer auto market.

SPONSOR's monthly compilation of facts and figures in the Radio Basics section also showed a healthy trend in network business. Sales in terms of program time for the current week (beginning 14 September) came to 115.7 hours for all four networks.

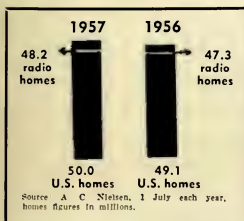
This compares with 103.9 hours for the week beginning 17 August. Four weeks previously, the network total had been 107.9 hours. (See page 46.)

Meanwhile, the Station Representatives Assn. released a product category breakdown of spot spending during the second quarter.

The figures showed an increase in spending by food and grocery advertisers, but a decline in expenditures by automotive, drug and tobacco sponsors. (For the complete breakdown, see next page.)

## 1. RADIO'S DIMENSIONS TODAY

Radio homes index



Radio station index

End of July 1957				
	Stations on air	CPs not on air	Applications on hand	Applications* in hearing
Am	3095	155	340	113
Fm	531	31	25	5
End of July 1956				
	Stations on air	CPs not on air	Applications on hand	Applications* in hearing
Am	2922	119	263	124
Fm	530	19	7	0

Source: FCC monthly reports, commercial stations \*June each year

Radio set index

Set location	1957	1956
Home	90,000,000	82,000,000
Auto	35,000,000	32,000,000
Public places	10,000,000*	10,000,000
<b>Total</b>	<b>135,000,000</b>	<b>124,000,000</b>

Source: RAR 1 January 1956, 1 July 1957, sets in working order \*No new information

Radio set sales index

Type	July 1957	July 1956	Seven Months 1957	Seven Months 1956
Home	597,484	576,453	4,236,453	3,967,555
Auto	256,279	198,565	3,090,955	2,512,216
<b>Total</b>	<b>853,763</b>	<b>775,018</b>	<b>7,327,408</b>	<b>6,479,771</b>

Source: RETMA H me figures are retail sales, auto figures are factory production



## 2. SPOT BASICS

**Spot radio spending in 1957 by industry category**

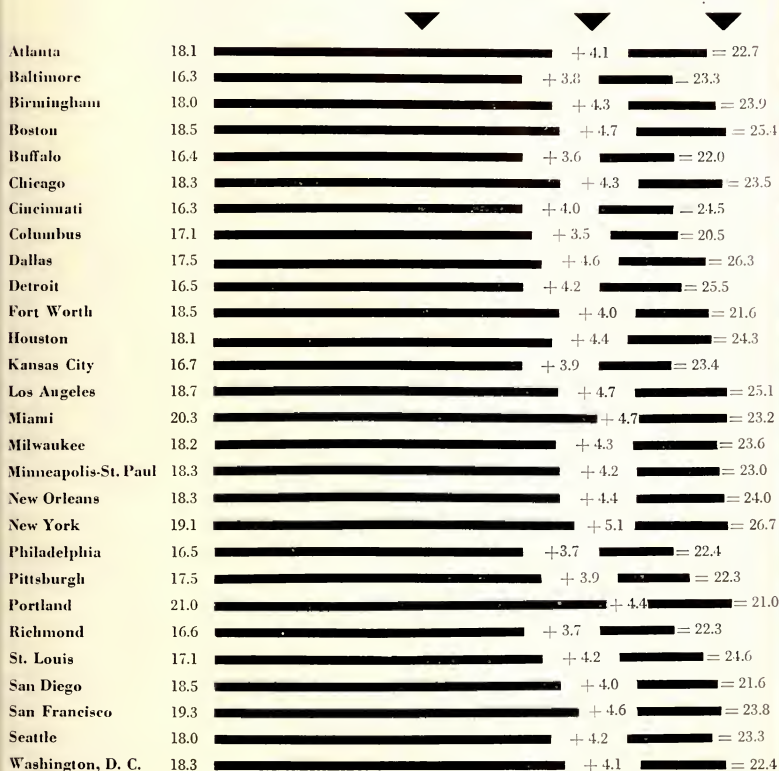
Product Category	1st Quarter 1957		2nd Quarter 1957		6 Months 1957	
	DOLLARS	% of TOT.	DOLLARS	% of TOT.	DOLLARS	% of TOT.
Agriculture	\$ 1,291,000	2.7	<b>\$ 1,230,000</b>	<b>2.6</b>	\$ 2,521,000	2.7
Ale, beer and wine	2,902,000	5.9	<b>3,614,000</b>	<b>7.8</b>	6,516,000	6.8
Amusements, entertainment	240,000	.5	<b>255,000</b>	<b>.5</b>	495,000	.5
Automotive	4,020,000	8.2	<b>3,621,000</b>	<b>7.8</b>	7,641,000	8.0
Building materials, fixtures, paints	64,000	.1	<b>661,000</b>	<b>1.4</b>	725,000	.8
Clothing and accessories	259,000	.5	<b>397,000</b>	<b>.9</b>	656,000	.7
Confections and soft drinks	699,000	1.4	<b>1,138,000</b>	<b>2.4</b>	1,837,000	1.9
Consumer services	2,019,000	4.1	<b>1,717,000</b>	<b>3.7</b>	3,736,000	3.9
Cosmetics and toiletries	2,158,000	4.4	<b>2,408,000</b>	<b>5.2</b>	4,566,000	4.8
Dairy and margarine products	202,000	.4	<b>219,000</b>	<b>.5</b>	421,000	.5
Dental products, tooth paste, etc.	2,487,000	5.1	<b>1,154,000</b>	<b>2.5</b>	3,641,000	3.8
Drug products	5,375,000	11.0	<b>3,513,000</b>	<b>7.5</b>	8,888,000	9.3
Finance and Insurance	142,000	.3	<b>607,000</b>	<b>1.3</b>	749,000	.8
Food and grocery products	8,291,000	17.0	<b>9,170,000</b>	<b>19.7</b>	17,461,000	18.3
Garden supplies and equipment	108,000	.2	<b>203,000</b>	<b>.4</b>	311,000	.3
Gasoline and lubricants	2,149,000	4.4	<b>3,103,000</b>	<b>6.7</b>	5,252,000	5.5
Hotels, resorts, restaurants	140,000	.3	<b>126,000</b>	<b>.3</b>	266,000	.3
Household cleaners, soaps, polishes, waxes	998,000	2.1	<b>1,598,000</b>	<b>3.4</b>	2,596,000	2.7
Household appliances	113,000	.2	<b>196,000</b>	<b>.4</b>	309,000	.3
Household furnishings	120,000	.3	<b>95,000</b>	<b>.2</b>	215,000	.2
Household laundry products	644,000	1.3	<b>554,000</b>	<b>1.2</b>	1,198,000	1.3
Household paper products	146,000	.3	<b>250,000</b>	<b>.5</b>	396,000	.4
Household general	413,000	.9	<b>506,000</b>	<b>1.1</b>	919,000	1.0
Notions	1,319,000	2.7	<b>55,000</b>	<b>.1</b>	1,374,000	1.5
Pet products	138,000	.3	<b>208,000</b>	<b>.4</b>	346,000	.4
Publications	408,000	.8	<b>385,000</b>	<b>.8</b>	793,000	.8
Religious	1,420,000	2.9	<b>1,173,000</b>	<b>2.5</b>	2,593,000	2.7
Tobacco products and supplies	8,141,000	16.7	<b>6,130,000</b>	<b>13.2</b>	14,271,000	14.9
Transportation and travel	1,098,000	2.3	<b>1,108,000</b>	<b>2.4</b>	2,206,000	2.3
Watches, jewelry, cameras	59,000	.1	<b>40,000</b>	<b>.1</b>	99,000	.1
Miscellaneous	1,264,000	2.6	<b>1,140,000</b>	<b>2.5</b>	2,404,000	2.5
<b>TOTAL</b>	<b>\$48,827,000</b>	<b>100.0</b>	<b>\$46,574,000</b>	<b>100.0</b>	<b>\$95,401,000</b>	<b>100.0</b>

Source: SRA.

## How much does out-of-home listening add to in-home?

Percent out-of-home listening adds to in-home listening in 28 markets

IN-HOME + OUT-OF-HOME = THIS % PLUS



Figures above are from Pulse's semi-annual study of out-of-home listening. In-home and out-of-home columns show percent of homes listening by average quarter hours seven days a week. Percentage plus is not measure of

homes using radio but ratio between in-home and out-of-home. Period covered by data is various winter months this year. Averages for the group of markets shown: in-home, 18.2%; out-of-home, 4.5%; average plus, 24.7%.

From: SPONSOR'S TV Radio Basics

# 3. NETWORK TIME PURCHASES RISE 11.4%

## NETWORK BUSINESS INDICATOR

### Program Hours Sold

Week beginning	Hours
14 Sept.	115.7
17 Aug.	103.9

## ABC

**Admiral:** appliances; *Breakfast Club*; M-F; 25 min.  
**AFL-CIO:** institutional; *Ed. P. Morgan*; M-F; 75 min.; *J. W. Van dercook*; M-F; 25 min.  
**American Bird Food Mfg. Co.:** *Breakfast Club*; M; 5 min.  
**Assemblies of God:** *Revivaltime*; Su; 30 min.  
**Bankers Life & Casualty:** White Cross Hospital Plan; *Paul Harvey*; Su; 15 min.  
**Beatrice Foods:** *LaChoy*; *Breakfast Club*; Th; 5 min.  
**Bristol-Myers:** *Bufferin*; *Breakfast Club*; M,W,F; 15 min.; *Sal Hepatica*; *Breakfast Club*; M,W,F; 15 min.  
**Campana Sales:** *Ayds*, Italian Balm; *Breakfast Club*; M; 5 min.  
**Chrysler Corp.:** automobiles; *Weekday News*; 50 min.  
**Food Specialties:** *Appian Way* pizza pie mix; *Breakfast Club*; Tu; 5 min.  
**Foster-Milburn:** *Doan's* pills; *Herb Oscar Anderson*; F; 5 min.  
**General Foods:** *Calumet*; *Breakfast Club*; M; 5 min.; *Post Cereals*; *Breakfast Club*; M-F; 25 min.  
**General Motors Corp.:** GMC trucks; *Howard Cosell*, *Speaking of Sports*; Tu-F; 20 min.  
**Gospel Broadcasting Assn.:** religious; *Old Fashioned Revival Hour*; Su; 60 min.  
**Billy Graham:** religious; *Hour of Decision*; Su; 30 min.  
**Highland Church of Christ:** religious; *Herald of Truth*; Su; 30 min.  
**Midas Muffler:** auto mufflers; *Weekday News*; M-F; 25 min.  
**Miller Brewing Co.:** Miller High Life Beer; *News* & *Sports*; M-S; 85 min.  
**Milner Products:** *Perma Starch*, *Pine-Sol*; *Breakfast Club*; W; 5 min.  
**Charles Musselman:** apple-auce; *Breakfast Club*; W-F; 15 min.  
**National Brands, div. of Sterling Food:** Dr. Caldwell's; *Sunshine Boys*; M-F; 25 min.  
**Nestle Co.:** *Nescafe*; *Breakfast Club*; Tu,W,F; 15 min.; *Herb Oscar Anderson*; W,Th,F; 15 min.  
**Norwich-Pharmaceutical:** *Pepto-Bismol*; *Weekend News*; Sa,Su; 90 min.  
**Oral Roberts Evangelistic Assn.:** religious; *Oral Roberts' Broadcasts*; Su; 30 min.  
**Charles Pfizer:** animal feed & poultry remedies; *Breakfast Club*; Tu; 5 min.  
**Radio Bible Class:** religious; *Radio Bible Class*; Su; 60 min.  
**R. J. Reynolds:** Winston; *Weekday News*; M-F; 100 min.; *Weekend News*; Sa,Su; 90 min.  
**Sandura Company:** floor covering; *Breakfast Club*; Th; 5 min.  
**Voice of Prophecy:** institutional; *Voice of Prophecy*; Su; 30 min.  
**Dr. Thomas Wyatt:** institutional; *Wings of Healing*; Su; 30 min.

## CBS

**American Home Foods:** *Arthur Godfrey*; Th; 15 min.; *Wendy Warren*; Th,F; 10 min.  
**Angostura-Wupperman:** *Arthur Godfrey*; F; 10 min.  
**Best Foods:** *Romance of Helen Trent*; W,F; 15 min.; *Our Gal Sunday*; Tu; 7½ min.; *Vera Drake*; Th; 7½ min.; *Young Dr. Malone*; M; 7½ min.; *Galen Drake*; Sa; 5 min.; *Amos 'n' Andy*; F,Sa; 10 min.; *Gunsmoke*; Sa,Su; 10 min.; *Johnny Dollar*; Su; 5 min.  
**Bristol Myers:** *Arthur Godfrey*; M,W; 60 min.  
**Campana Sales:** *Robert Q. Lewis*; Sa; 5 min.  
**Chesbrough-Pond's:** *Sports Time*; M,W,F; 5 min.; *Football Scoreboard*; Sa; 15 min.

**NOTE:** Data on time purchased refers to weekly brand or advertiser total for each program. Time bought for particular brands is shown where possible. In cases where groups of brands provide a show or group of shows, it was not possible to itemize which brands were advertised on each show or on which days of the week the brands were advertised. Except for General Motors, Chrysler and P. Levelland, brand

Network radio sales, in terms of program time, are up 11.4% for the current week compared with four weeks ago, according to SPONSOR. Sales figures in the business indicator at left are taken from the complete current list of network radio clients below as well as the previous list run in the last issue of Radio Basics. For purposes of comparability, 6-second and 8-second commercials are considered as 30 seconds of program time while 20-second and 30-second commercials are considered two minutes of program time. In the list below, covering week beginning 14 September, minute commercials sold as such are figured as five minutes of program time.

**Chrysler:** Dodge; *Gunsmoke*; Sa,Su; 10 min.; *Mitch Miller*; Su; 5 min.; *Sports Resume*; Su; 5 min.; *Amos 'n' Andy*; F; 5 min.; *Chrysler*; *Robert Q. Lewis*; Tu,Sa; 10 min.; *Johnny Dollar*; Su; 5 min.; *Suspense*; Su; 5 min.  
**Chun King Sales:** *Arthur Godfrey*; W & F, alt. wks.; 15 min.  
**Clairmont:** *Galen Drake*; Sa; 5 min.  
**Colgate-Palmolive:** *Our Gal Sunday*; M-F; 37½ min.; *Backstage Wife*; M-F; 37½ min.; *Strike It Rich*; M-F; 37½ min.; *2nd Mrs. Burton*; M-F; 37½ min.  
**Cowles Magazine:** *Robert Q. Lewis*; Sa; 5 min.  
**Curtis Circulation:** *Arthur Godfrey*; Tu; 15 min.  
**Ford Motor:** Ford div.; *Ford Road Show*; M-F; 25 min.; Sa; 10 min.; Su; 20 min.; *World News Round Up*; M-F; 25 min.; *Ford Road Show*—*Arthur Godfrey*; M-F; 125 min.; *Edward R. Murrow*; M-F; 75 min.  
**General Electric:** Hotpoint div.; *Robert Q. Lewis*; Sa; 5 min.  
**General Foods:** *Arthur Godfrey*; Tu,Th, every 4th F; 33½ min.; *Wendy Warren*; Th; 5 min.; *World News Roundup*; Su; 5 min.; *Gunsmoke*; Su; 5 min.; *Our Miss Brooks*; Su; 5 min.; *Amos 'n' Andy* Music Hall; M-F; 25 min.; *Galen Drake*; Sa; 5 min.; *Robert Q. Lewis*; Sa; 5 min.; *Gunsmoke*; Sa; 5 min.  
**General Mills:** Garden Gate; Sa; 5 min.; *Galen Drake*; Sa; 5 min.; *Robert Q. Lewis*; Sa; 5 min.; *Amos 'n' Andy*; Sa; 5 min.; *Gunsmoke*; Sa; 5 min.; *City Hospital*; Sa; 5 min.; *Man Around The House*; Sa; 5 min.; *Saturday Night Country Style*; Sa; 5 min.; *Sports Resume*; Sa,Su; 10 min.; *World Tonight*; Sa,Su; 10 min.; *World News Round Up*; Su; 5 min.; *Washington Week*; Su; 5 min.; *Suspense*; Su; 5 min.; *Indictment*; Su; 5 min.; *Johnny Dollar*; Su; 5 min.; *FBI in Peace & War*; Su; 5 min.; *Sez Who*; Su; 5 min.; *Mitch Miller*; Su; 5 min.  
**General Motors:** Chevrolet; *Allan Jackson*—*News*; Sa; 20 min.; *Robert Trout*—*News*; Su,M,F; 50 min.; *Soap Box Derby*; Su; 15 min.; *Delco*; *Lowell Thomas*; M-F; 75 min.; GMC trucks; *Farm News*; Sa; 5 min.; *Saturday Nite Country Style*; Sa; 5 min.; *FBI in Peace & War*; Su; 5 min.  
**Hertz Mountain Products:** *Arthur Godfrey*; Th & F, alt. wks.; 15 min.  
**Hudson Vitamin Products:** *Galen Drake*; Sa; 5 min.  
**Kitchens of Sara Lee:** *Arthur Godfrey*; F; 15 min.  
**Lever Bros.:** *Ma Perkins*; M-F; 37½ min.; *Romance of Helen Trent*; M-F; 37½ min.; *Ma Perkins*; M-F alt. wks.; 18½ min.; *Young Dr. Malone*; M-F; 37½ min.; *House Party*; M-F; 37½ min.; *Lipton*; M-F; *Ma Perkins*; M-F; 37½ min.  
**Lewis Howe:** *Robert Q. Lewis*; Sa; 5 min.  
**Longines-Wittnauer:** *Longines Symphonette*; Su; 30 min.  
**P. Lorillard:** Kent; *World Tonight*; F,Sa,Su; 15 min.; *Indictment*; Su; 5 min.; *Mitch Miller*; Su; 5 min.; *Sports Resume*; Sa,Su; 10 min.; *Saturday Night Country*; Sa; 5 min.; *Amos 'n' Andy*; F,Sa; 10 min.; *Johnny Dollar*; Su; 5 min.; *Robert Q. Lewis*; F; 5 min.; *Suspense*; Su; 5 min.; *FBI in Peace & War*; Su; 5 min.; *World News Roundup*; Su; 5 min.; *Washington Week*; Su; 5 min.  
**Miles Labs:** *Wendy Warren*; M-F; 25 min.; *Bill Downs*—*News*; M-F; 25 min.  
**Milner Products:** *Robert Q. Lewis*; Sa; 5 min.  
**Mutual Morris:** *Country Music Show*; F; 25 min.  
**Philip Benefit Health & Accident Assn.:** *Arthur Godfrey*; Tu & every 4th F; 18½ min.  
**North American Philips:** *Herman Hickman-Sports*; M,W,F; 15 min.  
**Pharmcraft:** *House Party*; M,Th,F; 30 min.  
**Pillsbury:** *Arthur Godfrey*; Tu,Th; 30 min.

Information was not available from CBS. List shows complete client roster up to previous in NBC list, not, means commercials are rotated on different days of the week under the web's run-of-schedule plan. All data is in terms of program time except for NBC and CBS where commercials shorter than a minute are listed separately. On NBC radio, minute commercials are arbitrarily credited as five minutes of program time.

Reader's Digest: *Arthur Godfrey*; M: 15 min.  
 R. J. Reynolds: *Herman Hickman*; Sports; Tu,Th,Sa; 15 min.  
 Reynolds Metals: *Little Brown Jug Race*; Th; 15 min.  
 Scott Paper: *Arthur Godfrey*; Th,F & every 1th F; 18½ min.; *Backstage Wife*; F; 7½ min.; *Young Dr. Malone*; Th,F; 15 min.; *Nora Drake*; Tu,Th; 15 min.; *Ma Perkins*; W & W. alt. wks; 7½ min.; *2nd Mrs. Burton*; Th,F; 15 min.  
 Seaman Bros.: *Arthur Godfrey Time*; W; 15 min.  
 Sherwin-Williams: *Arthur Godfrey*; W, every 1th F; 18½ min.  
 Simoniz: *Arthur Godfrey*; W; 15 min.; *House Party*; W; 15 min.; *G. Herman—News*; Th,F; 10 min.; *E. Seavard—News*; Th,F; 10 min.; *News*; Sa; 15 min.; *Sports*; Sa; 10 min.  
 Sleep-Eze: *House Party*; F; 7½ min.  
 A. E. Stoley Mfg.: *House Party*; Tu; 15 min.; *Arthur Godfrey*; F; 15 min.  
 Standard Brands: *House Party*; M; 15 min.; *Arthur Godfrey*; M, & every 1th F; 37½ min.  
 Sterling Drug: *Gunsake*; Su; 5 min.  
 Swift: *House Party*; F; 15 min.  
 Weco Products: *Arthur Godfrey*; M; 15 min.  
 W. W. Woolworth: *Howlorth Hour*; Su; 60 min.  
 Fm. Wrigley, Jr.: *Howard Miller Show*; M-F; 75 min.; *Pat Buttram Show*; M-F; 75 min.

## MBS

Beltone Hearing Aid Co.: hearing aid; *Gabriel Heatter—News*; Th; 5 min.  
 Carter Products: *Little Liver Pills*; *Gabriel Heatter—News*; M,Tu,Th; 15 min.  
 Christian Reformed Church: religious; *Back To God*; Su; 30 min.  
 Coca-Cola: *Coca-Cola*; *Eddie Fisher*; Tu,Th; 30 min.  
 Consumer Drug Corp.: *Oragen*; *Gabriel Heatter—News*; M,W; 10 min.; M-F; 18 20-sec.; *John Scott—News*; Su; 5 min.  
 Down Bible Institute: religious; *Frank and Ernest*; Su; 15 min.  
 Equitable Life Assurance: insurance; station breaks; 100 8-sec.  
 Ex-Lax, Inc.: Ex-Lax; *True Detective Mysteries*; M; 5 min.; *Treasury Agent*; Tu; 5 min.; *Gang Busters*; W; 5 min.; *Secrets of Scotland Yard*; Th; 5 min.; *Counter-Spy*; F; 5 min.; *Gabriel Heatter—News*; Tu,Th,F; 15 min.  
 First Church of Christ, Scientist: religious; *How Christian Science Heals*; Su; 15 min.  
 General Motors Corp.: GMC trucks; *Charles Warren—News*; M-F; 25 min.; *Gabriel Heatter—News*; M,W,F; 15 min.  
 Billy Graham Evangelical Assn.: religious; *Billy Graham*; Su; 30 min.  
 Hudson Vitamin Corp.: vitamins; *Gabriel Heatter*; Su; 5 min.  
 Kraft Foods Co.: All Purpose oil, mustard, Kraft dinner, Miracle Whip, Italian dressing, cheese spreads, Parkay margarine; *Lies Higbie—News*; M-Sa; 30 min.; *Holland Engle—News*; M-Sa; 30 min.; *John B. Kennedy—News*; M-Sa; 30 min.; *Cedric Foster—News*; M-Sa; 30 min.; *Frank Singler—News*; M-Sa; 30 min.; *Charles B. Warren—News*; Sa; 5 min.; *True Detective Mysteries*; M; 5 min.; *Treasury Agent*; Tu; 5 min.; *Gang Busters*; W; 5 min.; *Secrets of Scotland Yard*; Th; 5 min.; *Counter-Spy*; F; 5 min.  
 Lutheran Loymen's League: religious; *Lutheran Hour*; Su; 30 min.  
 Monion Forum of Public Opinion: discussion; *Dean Clarence Manion*; Su; 15 min.  
 Quaker State Oil Refining Corp.: Quaker State oil; *Game of the Day*; Sa; 60 min.; *Sports Flashes With Frankie Frisch*; Sa,Su; 30 min.  
 Radio Bible Class: religious; *Radio Bible Class*; Su; 30 min.  
 R. J. Reynolds Tobacco Co.: Camel; *Camel Scoreboard*; Su-Sa; 35 min.; *Winston*; *Winston Scoreboard*; Su-Sa; 35 min.  
 Rhodes Pharmacol Co.: Imdrin; *Gabriel Heatter—News*; Tu; 5 min.  
 Sleep-Eze Co.: Sleep-Eze; *Gabriel Heatter—News*; Su; 5 min.; *True Detective Mysteries*; M; 5 min.; *Treasury Agent*; Tu; 5 min.; *Gang Busters*; W; 5 min.; *Secrets of Scotland Yard*; Th; 5 min.; *Counter-Spy*; F; 5 min.  
 Voice of Prophecy: religious; *Voice of Prophecy*; Su; 30 min.  
 Wings of Healing: religious; *Wings of Healing*; Su; 60 min.  
 Word of Life Fellowship: religious; *Word of Life Hour*; Sa; 30 min.

## NBC

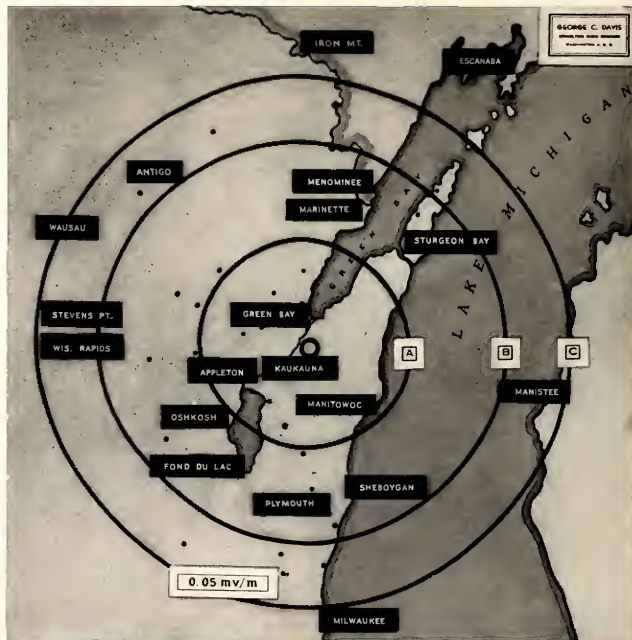
Allis-Chalmers: institutional; *Nat'l. Farm & Home Hour*; Sa; 25 min.  
 American Institute of Men's & Boys' Wear: clothing; *Monitor*; Sa-Su; 70 min.  
 American Motors: Rambler; *Monitor*; Sa,Su; 55 min.  
 American Oil: Amoco products; *Monitor*; Sa-Su; 50 min.  
 Billy Graham Evangelical Assn.: religion; *Hour of Decision*; Su; 30 min.  
 Bristol-Myers: Bufferin; *Hourly News*; M-F; 105 min., 21 30-sec.  
 Brown & Williamson: Kools, Viceroy; *Hourly News*; M-F; 215 min., 42 30-sec.  
 Carter Products: Arrid, 30 min.; *Little Liver Pills*, 60 min.; *Band-*

stand, M-F; 20 min.; *True Confessions*, 10 min.; *In My House*, 10 min.; *One Man's Family*, 10 min.; *Pepper Young's Family*, 10 min.; *News of The World*, Tu,W,Th; 15 min.; *Monitor*, Sa,Su; 35 min.  
 Chrysler Corp.: Dodge; *Monitor*, Sa-Su 40 min., 10 30-sec.; *Chrysler Monitor*, 10 min.; *Life & the World*, M-F, 25 min.; *My True Story*, 10 min.  
 DeSoto: DeSoto cars; *You Bet Your Life*; Sa; 30 min.  
 Equitable Life Assurance: insurance; *Truth or Consequences*, M-F; 10 6-sec.; *Bandstand*, M-F; 10 6-sec.; *News of the World*, M,W 2 6-sec.; *Nightline*, Th,Th; 8 6-sec.; *Monitor*, 1-Sa; 40 6-sec.  
 Evangelical Foundation: religion; *Bible Study Hour*; Su; 30 min.  
 Ex-Lax: Ex-Lax; *Monitor*, Sa-Su; 1 30-sec., 5 6-sec.; *Bandstand*, M,W,Th,F; 2 6-sec., 2 30-sec.; *Pepper Young's Family*, M,W 5 min., 2 30-sec.; *One Man's Family*, M,Th,F; 10 min., 1 30-sec.; *People Are Funny*, W; 5 min.; *Great Gildersleeve*, Tu; 5 min.; *Life & the World*, Th; 5 min.; *My True Story*, M,W 1 15 min.  
 Foster-Milburn: Don't pill; *My True Story*; M; 5 min.  
 R. T. French Co.: hard seed; *My True Story*; Tu,Th; 10 min.  
 General Foods: Instant Posture; *Bandstand*, M-F; 25 min., 15 6-sec.; *Pepper Young's Family*; M-F; 25 min.  
 General Mills: Cheerios; *Monitor*, Sa-Su; 50 min., 10 30-sec.; *Boaty Crocker*; *Truth or Consequences*; M-F; 25 min.; *Take a Peep*; *Bandstand*; M-F; 5 30-sec.; *True Confessions*; M,W,Sa; 4 30-sec.; *Five Star Matinee*; M-F; 25 min.; *Woman In My House*; M,W,Th; 2 30-sec.  
 General Motors Corp.: GMC trucks; *News of the World*; M,Tu; 15 min.  
 Gillette: Gillette prods., Paper-Mate, Toni prod.; *Boxing Routs*; F; 25 min.  
 Grave Labs: Fitch's hair products; *Monitor*, Sa-Su; 50 min.  
 Hotpant: various; *Bandstand*, M,W,Th,F; 4 30-sec.; F; 5 min.; *One Man's Family*; Tu,F; 10 min., 2 30-sec.; *Five Star Matinee*; M,W; 2 30-sec.; *Pepper Young's Family*; Tu,Th,F; 4 30-sec.; *Monitor*; Sa,Su; 10 min., 4 30-sec.  
 Insurance Co. of N. America: insurance; *Monitor*, Sa-Su; 25 min.  
 Lever Bros.: Pop-o-head; *Bandstand*, M-F; 30 6-sec.; station breaks; M-F; 30 6-sec.; *News of the World*; Tu,Th; 5 6-sec.; *Nightline*; Tu,Th; 9 6-sec.; *Monitor*; Sa,Su; 26 6-sec.  
 Lutheran Loymen's League: religion; *Lutheran Hour*; Su; 30 min.  
 Mack Trucks: Trucks; *Monitor*; F,Su; 15 min.  
 Mossey-Harris-Ferguson: farm implements; *Flex Driver*; Sa; 15 min.  
 Midco: car mufflers; *Monitor*; Su; 5 min.  
 Morton Salt: salt; *Alex Dreier—News*; Sa; 5 min.  
 Mutual of Omaha: insurance; *On the Line With Considine*; Su; 15 min.  
 North American Van Lines: moving; *Monitor*; Sa-Su; 25 min.  
 Northwest Airlines: air travel; *Monitor*; Sa-Su; 25 min.  
 Pabst Brewing: beer; *Monitor*; F,Su; 75 min.  
 Pan American Coffee Bureau: coffee; *Truth or Consequences*; M-F; 5 min., 1 30-sec.  
 Pepsi-Cola: Pepsi-Cola; *Monitor*; Sa,Su; 50 min., 10 30-sec.  
 Plough, Inc.: St. Joseph aspirin, children's aspirin, Dr. Edward's olive tablets, Mexana; *Monitor*; Sa,Su; 55 min., 9 30-sec.  
 Quaker Oats: Quaker oats; *One Man's Family*; M; 4 30-sec.; *Five Star Matinee*; Tu,Th; 2 30-sec.; *Woman In My House*; M,W; 2 30-sec.; *Monitor*; Sa; 1 30-sec., 1 6-sec.; *Life & the World*; M,W,Th,F; 4 6-sec.  
 Quaker State Oil: motor oil; *Monitor*; Sa,Su; 30 min.  
 Rolston-Purino: feed division; *Harkness—News*; M-F; 25 min.  
 RCA: various; *Monitor*; Sa-Su; 65 min.  
 R. J. Reynolds: Camel; *News of the World*; M-F; 25 min.; *Princer Albert*; *Grand Ole Opry*; Sa; 30 min.  
 Richfield Oil: oil products; *Richfield Reporter*; Su-F; 90 min.  
 Rubberoid Co.: roofing supplies; *Monitor*; Sa-Su; 50 min.  
 Skelly Oil: oil; *Alex Dreier—News*; M-Sa; 90 min.  
 Sleep-Eze: sleep aids; *People Are Funny*; W; 5 min.; *Life & the World*; T,Th; 10 min.  
 Sterling Drug: Hale's M.O.; *Bandstand*; M,W,F; 15 min.; *Five Star Matinee*; M-F; 25 min.  
 Sun Oil: oil; *Three Star Extra*; M-F; 75 min.  
 Swift & Co.: All-seed margarine; *True Confessions*; Th,F; 1 30-sec., 5 30-sec.; *My True Story*; W,F; 1 30-sec., 10 min.; *Bandstand*; Tu-F; 4 30-sec., 10 min.; *Affairs of Dr. Gentry*; F; 5 min.; *Five Star Matinee*; W,F; 1 30-sec., 5 min.; *Woman In My House*; Th,F; 10 min.  
 Time, Inc.: Life magazine; *Hourly News*; M-F; 110 min., 21 30-sec.  
 Vick Chemical Co.: Vick's VapoRub; various programs; Tu-Sa; 30 6-sec.  
 Voice of Prophecy: religion; *Voice of Prophecy*; Su; 30 min.  
 Waverly Bonded Fabrics: fabrics; *Monitor*; Sa,Su; 50 min.  
 Whitehall Pharmaceutical Co.: Anacin; *Bandstand*; M,T,Th; 15 min.; *True Confessions*; M,W,F; 15 min.; *Affairs of Dr. Gentry*; M,W; 10 min.; *Five Star Matinee*; M,W,F; 15 min.; *Woman In My House*; Tu,Th,F; 15 min.; *Nightline*; Tu,W,Th; 15 min.; *Monitor*; F,Sa; 5 min., 1 6-sec.



# Channel 2

runs rings around...  
the Land of <sup>M</sup>Milk and Honey!



... and nearly a million people  
live within that "B" ring!

*Yep-Bigger'n Baltimore!*



# FILM-SCOPE

14 SEPTEMBER  
Copyright 1957  
SPONSOR PUBLICATIONS INC.

**Barter continues to tantalize bigger and bigger agencies and their clients.**

This week McCann-Erickson is readying a test of barter time for Rival Dog Food in one of the 10 major markets. (It will run about six months.)

Meantime 5 Day Pads (owned by Associated Products, Inc., along with Rival) hints that it, too, is investigating the matter—through Grey.

Between the dark and the daylight is the children's hour—not only in poetry, but also in tv—and after that what? Bridging the gap from kid's fare to grown-up programs smoothly always has been a problem.

This week WMAL-TV, Washington, thinks it has found a transition:

- At 6 P.M. (following the Mickey Mouse Club) will come a half-hour block of syndicated adventure films five days a week: Sheena, Foreign Legionnaire, Sky King, Jungle Jim, Brave Eagle.
- From 6:30-7 will be a family block: Three Musketeers, Judge Roy Bean, Science Fiction Theatre, Soldiers of Fortune, Frontier Doctor.

First-run syndication usually interests only the big fellows and the tv veterans. But this week CBS' Gray Ghost has attracted:

- 1) Two sponsors who are brand new to tv, and
- 2) Three who have been using chiefly spot during the past year.

The lineup: Colonial Stores, Loblaw's Super Markets, Habitant Soups, Welch Grape Juice, and Winn Dixie Stores. This quintet will span more than one-third of the nation's major markets (33).

For its fourth year, H. J. Heinz will sponsor "Studio 57" in 53 markets for a 52-week run.

Weekly time and program costs will come to approximately \$70,000. Maxon, Inc. is the agency.

A big play—backed by name power and based on true stories—is in the making in the foreign intrigue category.

In the forefront is "The Diplomat" series by CBS-TV Film Sales and "Mr. Consul," slated for production this fall by Derel Producing Associates.

The CBS half-hour entry is based on the operations of the Foreign Service Branch of the State Dept.—perhaps with the official seal of that agency. Clare Luce Booth will be hostess if the series is sold (though she won't appear in the pilot).

"Mr. Consul" will get its material and technical advice from DACOR (Diplomatic & Consular Officers Retired)—an organization numbering some 750 former consuls, diplomats, ambassadors, etc.) Bernie Luber will be producer, Eddie Sutherland director, and Robert Montgomery is possible host. The syndicator currently most interested in "Mr. Consul" has no network connection.

Matty Fox will soon be completely out of Guild. The company is due to buy the remaining 200,000 shares of his stock.

Film people who subscribe to the cyclical theory of trends are betting that mystery-type shows are due for a real rise.

Their reasoning is based on more than the fact that sales of mysteries via new pilots are relatively high this fall (FILM-SCOPE, 7 September, page 61). Statistics carry an even bigger weight.

Plotted that way, mysteries hit their low on the networks in early 1956 when only 1 were telecast. Now the cycle is on the upswing again, thus:

MONTHS	AVERAGE NO. SHOWS	AVERAGE RATINGS
Oct.-Dec. '52	13	23.4
Jan.-March '53	16	23.7
April-June	16	26.0
July-Sept.	14	26.7
Oct.-Dec.	13	25.3
Jan.-March '54	15	24.2
April-June	14	21.3
July-Sept.	12	20.4
Oct.-Dec.	10	19.9
Jan.-March '55	8	22.3
April-June	8	20.7
July-Sept.	8	19.6
Oct.-Dec.	5	23.4
Jan.-March '56	4	24.2
April-June	5	21.6
July-Sept.	6	18.7
Oct.-Dec.	7	25.2
Jan.-Feb. '57	6	27.2

(Source: NTI 1st & 2nd reports)

Motivations probers (notably Schwerin) think they have found the major keys that unlock the perennial success of mysteries. Among them:

1) By and large, **mystery shows appeal strongly to women.** An "official"-type program in the documentary vein, however, will boost the male audience.

2) It isn't the puzzle element alone that makes mysteries enchanting. **Human suspicion and the persecution complex are involved, too.** Thus many people apparently identify the sinister characters with neighbors, mothers-in-law, etc.

3) **A slight case of murder helps.** (But knowing producers frown on too much blood: they say it's self-defeating in the long-run.)

4) In swindles and con episodes, **you get better results by having a wealthy victim than a poor one.**

5) This preference for seeing millionaires bilked isn't due to just a mildly vengeful, soak-the-rich urge. Probably more important is the idea that **millionaires are glamorous while poor stiff's merely are sordid.**

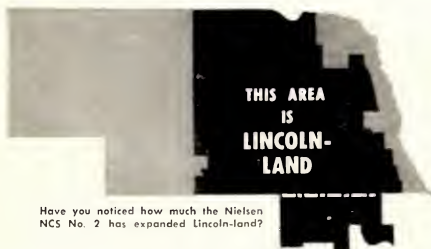
**FLASHES FROM THE FIELD:** A topflight syndicator this week completed a study on the value of star personal appearances, and the conclusion it drew was: P.A. tours do not tend to boost ratings; rather, they are goodwill builders with clients, stations, etc.

The first Latin-American sale of the half-hour Hopalong Cassidy series which have been dubbed into Spanish was made to WKAQ-TV, Puerto Rico, by Freemantle Overseas Radio & TV Corp. . . . Big news south of the border is the increasing number of feature film sales to sponsors thru agencies such as JWT—features were formerly spotted only as non-sponsored stopgaps.

(For other film news and comment, see News and Idea Wrap-Up, page 62.)



# ARE YOU HALF-COVERED IN NEBRASKA'S OTHER BIG MARKET?



## ARB SURVEY — LINCOLN-BEATRICE MARKET June 9-15, 1957 — 8:30-10:00 P.M.

This special ARB Survey of the Lincoln-Beatrice market was recently made at the request of an important national advertiser. It shows that even in EASTERN Lincoln-land only, KOLN-TV gets more than twice as many viewers as the leading Omaha station!

	Rating	Share
KOLN-TV	29.5	57.0
Station B	12.5	24.2
Station C	9.5	18.4
Others	.2	.4

**KOLN-TV**, one of America's great area stations, covers Lincoln-land — a rich 69-county market that is as independent of Omaha as Hartford is of Providence . . . or South Bend is of Fort Wayne.

Lincoln-land has 296,200\* families with 191,710\* TV sets. All surveys, including the latest 42-county Videodex, show that KOLN-TV gets the lion's share of the audience, all the time!

Ask Avery-Knodel for all the facts on KOLN-TV, the Official CBS Outlet for South Central Nebraska and Northern Kansas.

\*See NCS No. 2

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

# KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives



*The Feltzer Stations*

WKZO-TV — GRAND RAPIDS, KALAMAZOO  
WKZO RADIO — KALAMAZOO, BATTLE CREEK  
WJEF RADIO — GRAND RAPIDS  
WJEF-TV — GRAND RAPIDS, KALAMAZOO  
KOLN-TV — LINCOLN, NEBRASKA

Associated with  
WMBD RADIO — PEORIA, ILLINOIS





## ABN and NEILSEN

(Continued from page 37)

people tune in to radio. "Especially those who listen in groups of one."

Eastman is a great believer in the personal interview and pointed out it is widely used by the Census Bureau. As a matter of fact, he feels that the only way all listening could be caught would be, if it were possible, through some coincidental personal interview technique with interviewers catching the entire family audience at the time of listening at home, in the auto, during recreation, while shopping, etc.

Since the first Pulse Report will not be out until November and since it will be out once a month, ABN will supplement these ratings with telephone coincidental reports in selected cities to be done by either Hooper or Trendex. These reports will be done for management only and their purpose will not be to tally the total radio audience but to provide quick indications of how a program is doing.

The first of ABN's five new hour-long weekday strips, the *Herb Oscar*

*Anderson Show*, started on Labor Day. It replaced the soap opera and follows the *Breakfast Club* to provide a two-hour block from 9:00 to 11:00 in the morning. There will also be two-hour blocks in the afternoon and evening.

Starting on 7 October, the period from 1:00 to 3:00 p.m. will be occupied by the *Jimmy Reeves Show* and the *Jim Backus Show*. Starting on the same date, a nighttime show with Merv Griffin as m.c. will kick off (time period as yet undetermined). Another nighttime show is still to be chosen.

As is clearly apparent to the trade by now, Eastman and his programming v.p., Stephen Labovksi, are betting that live music is the answer to network radio's programming problems. All five shows fall in that category. It is also apparent that these shows lend themselves to the showmanship and salesmanship values Eastman so highly prizes. Aside from the fact there will be a big handful of personalities to do commercials for sponsors, the personality show has always been a favorite for the radio's salesman. NBC Radio's Joe Culligan has often

expressed the feeling that he'd rather sell a personality than a dramatic show any time.

There is no doubt but that in ABN's weekday lineup, Eastman is striving for a distinctive sound. There is also no doubt that in striving for this he is putting into practice one of the most effective lessons learned by successful independent stations—some of which Eastman represented while at Blum in their breaking through the network barrier to their present empires.

As for selling, sales v.p. Thomas Harrison will lead a corps of dramatists offering the new shows in segments. Program runs will be five minutes in length.

And let there be no mistake about it, ABN's sales power will soon become more than evident. With ABN's Leonard Goldenson willing to lay out the money, Eastman is banking on the biggest sales staff in the network radio business. It is his intention to keep them busy in New York, Chicago and the hinterlands continually punching away. Bob Eastman believes in selling.

# SHE WAS MY FIRST LOVE

ems silly to say it now. She was only eight old. And I was not much older, really. But as my first love, as she was the first love of us of Americans.

net of the matter is that even as an eight-old, Shirley Temple had that certain magic, a great personality. The magic of able to take you out of yourself. The magic of a winning release from a less magical world.

a word, she had *talent*. It seems incredible such a tiny creature could sing the way she . . . Could dance the way she could. Could re the heart of America the way she did.

at she did all these things so well that she greatest motion picture personality of her causing a stampede of admirers that probably a little child could lead.

I like to see her again as she was at her peak so, I'll wager, my children, who are

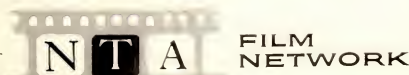
about the same age now that Shirley Temple was then. Together, we'd experience the magnetism that comes from the pleasure of truly great entertainment.

As it happens, my children and I will have that opportunity shortly, when four of Shirley Temple's greatest motion picture triumphs will be seen on television from coast to coast on America's dynamic new NTA Film Network.

Along with millions of other Americans, I will re-discover my first love—and my children will discover that certain magic for the first time. But this time, we'll experience that pleasure together!

Ben F. Michtom, chairman of the board of the Ideal Toy Company, agrees: "Shirley Temple is our first love, too. That's why we've just purchased one-third sponsorship of this outstanding program series."

*America's dynamic new*



60 WEST 53TH STREET, NEW YORK 19, N. Y. • PLAZA 7-2100

## ADVERTISERS, PLEASE NOTE:

The NTA Film Network proudly presents four great Shirley Temple masterpieces, produced by 20th Century-Fox . . .

including such all-time triumphs as "Rebecca of Sunnybrook Farm," "Heidi," "Wee Willie Winkie," "Captain January."

These outstanding feature films will receive national television coverage . . .

on four Sunday afternoons, between October 20th and December 5th

They will be shown on television stations reaching 53.1% of U.S. TV homes . . .

at the most a two buying period of the year—the Holiday Season!

Phone, wire or write today for screenings and complete details . . .

whether you want fine showcase or soup, cameras or camisoles, candy or china . . . whether you have a modest or a multi-million dollar budget.

These outstanding Shirley Temple films will give you the maximum exposure for your commercials . . . at a low cost per thousand . . . in a package price that will be attractive even to the advertiser who has yet to enjoy the selling power of television.



Tulsa, queen city of the Magic Empire, tops every key industrial market in the nation in industrial expansion. And KVOO tops all other stations in penetration of this rich market. Let "The Voice of Oklahoma" speak for *you*, both in Oklahoma and in "bonus" counties of Kansas, Missouri and Arkansas.

# KVOO

The only station covering all of Oklahoma's No. 1 Market

**Broadcast Center • 37th & Peoria**

HAROLD C. STUART  
President

GUSTAV BRANDBORG  
Vice Pres. & Gen. Mgr.

Represented by EDWARD PETRY & CO.



**1170 KC • 50,000 WATTS • CLEAR CHANNEL • NBC**  
"The Voice of Oklahoma"

## TV COSTS

(Continued from page 35)

we may have to take up the problem through the ANA."

7. Show rehearsal time will probably start getting a thorough going-over, since the cost of renting a major studio runs approximately \$8,000 a day. When clients start asking for budget breakdowns, prior to agreeing to a package price, this will be one item that will get an extra look.

The only answer, according to clients and agency men alike, lies in more careful planning prior to actual production time. And most advertisers agree that this is where their agency will have to come in, on package shows as well as those where the agency takes a more active part, or clients will be taking over more show control themselves.

8. Sets have been getting more and more elaborate and costly. Yet few clients would suggest taking money away from them, for fear of tampering with the quality of the show.

"It's getting tougher and tougher to get a rating," said the advertising director of an appliance manufacturer. "I'd be afraid to take anything off the screen. I don't want to water down my show with second-class talent and I don't want second-rate production values. The question is just whether there's need for as much waste behind the scenes as we seem to be uncovering."

If anything, the trend in scenery in this competitive year will be toward even more expensive jobs.

9. Bad scheduling of talent can add a good chunk to the advertiser's cost; SAC minimums are on a fairly high level these days. What clients object to most are the number of stories about actors and extras on call for a certain day's shooting who end up just sitting around for the day because the director never gets around to that scene.

"It's true that the packager absorbs these costs," says the ad manager of a drug firm. "But eventually they're passed along to us in the form of increased package show costs during the next season. It's really time for all parts of the tv industry to pull in its belt and watch costs more carefully. None of us want to trim our tv budgets. We just want to use the money more effectively."

**GOOD  
WAY  
TO  
TELL  
A STORY...**



Take a tip from Dodge on how to generate more ad mileage. Pyramid the power of your TV commercial by converting it to the permanency of print. Capitalize on TV GUIDE's persuasive connection with 5.3 million TV families who buy it every week . . . read it . . . refer to it . . . are exposed to it every day. This kind of repeated reader reference means seven-day ad exposure. Exploit it.

**GOOD  
WAY  
TO  
MAKE  
IT  
STICK...**



7 Day Showcase For Your Product

Circulation Now 5,300,000





# SPONSOR ASKS

## What are the important trends in radio transcription services?

**Dick Lawrence, general manager,**  
*World Broadcasting System*

The next 12 months will bring a dramatic development in local radio programming. The fight for survival has been won; now each individual station must work to establish for itself a unique identity in its community.

The coming year will see a revival of interest in creative programming and dynamic merchandising. There will be a new emphasis on service—service to advertisers and service to audiences. This emphasis must also be the domi-



*"slicker,  
more  
professional  
programming"*

nant theme in transcribed programming.

Many stations have built success on "music-and-news." If there were only one outlet in each market, that could be the universal approach to programming, but competition not only exists, it is increasing. The most urgent item on any station-planning agenda has become: "What can we do to make our station different, outstanding? How can we attract and hold listeners?"

This ferment of activity on the local level is reflected in our own expanded services. No longer do we offer a "music library." Outstanding transcriptions by record stars are no longer enough in themselves. We have rebuilt the library into a creative programming and sales tool.

Our emphasis now is on programming service, showmanship aids, complete merchandising plans—ideas exclusively for radio that can give a station an outstanding personality.

What stations seek now are such services as our open-end jingles, which give local advertisers quality musical commercials that are otherwise possible only for giant advertisers.

Sponsors can expect slicker, more professional programming. Few outlets could afford to have a major orchestra custom-record the musical signatures and program lead-ins that raise the production values of a show. Stations are turning to us for such showmanship ingredients and they are making greater use of our across-the-board programming, and scores of other services which supplement news, sports, and local personalities.

Sponsors can look forward to greater merchandising support through transcribed services. One sign of station interest is the tremendous response we've had on our Sound-O game. It is an exciting merchandising and selling idea exclusively for radio, based on radio sound effects and their identifications. Stations broadcast our recorded mystery sounds—they might be a Diesel train, a duck call, a streetcar's rattle. Listeners correctly identifying these sounds win substantial prizes supplied by local merchants.

These are big ideas, planned for big operation. They are not simply budget-stretchers. New business that is headed radio's way this year will go to the stations that are most aggressive and foresighted.

Those that succeed will do so by establishing their own identity as the creative station in their market.

**James D. Langlois, Lang-Worth Feature Programs, Inc., New York**

Developments in a service business such as transcriptions must keep in step—and even anticipate—the trend in broadcast programming and selling. The strong, almost unanimous move in radio is toward the music-and-news format. Thus—in addition to maintaining Lang-Worth Music library and feature programs—we have concentrated on a new service that *aids* and *complements* the radio station's music-and-news pattern, program and sales-wise. The service, L-W Radio Hucksters & Airlifts (released as of '56 with

over 750 jingle units growing at a rate of 200 or more per year), is expanded with numerous station aids.

Radio Hucksters serve virtually all categories of industry and retail business. The jingles are open-end and open-middle to permit insertion of local copy so as to be indistinguishable from tailor-made production.

The airlifts portion of the service, on the other hand, consists of station programming aids such as: intros to programs including Time and Weather, station I.D.'s, fanfares, sound effects and teasers.

Although this service trend may not serve the needs of the large national advertiser who provides his own jingles, yet it is geared to give the advantage of commercial jingles to many tens of thousands of local businesses and regional manufacturers. These many sponsors of Radio Hucksters & Airlifts enjoy the attention-getting value of musical commercials, strong



*"follow the  
customer"*

product identification and continuity of program mood which is now so prevalent in broadcast advertising.

So it is not a policy of "follow the leader" but of "follow the customer"—ours and our stations'—in Lang-Worth's pursuit of leadership.

**A. B. Sambrook, manager, RCA Record Program Services**

Selling the product is as challenging a job for radio transcription services as it is for the advertiser who pays the bill. In this regard, RCA Thesaurus provides radio sponsors (through subscriber stations) a wide variety of pre-tested commercial features.

Included in the RCA Thesaurus library are commercial lead-ins, opening jingles and sales-merchandising campaigns which have paid off in increased sales time and time again. Here are a few highlights:

"Sales booster" campaigns. Designed primarily for local saturation announcement campaigns. Produced this year, the first campaign released



"brought  
5,000 to a  
shoe sale"

features "Double Talk" by Al Kelly. Sixty recorded humorous tracks by Al Kelly put the spotlight on the sponsor's commercials. A furniture store in Marysville, California bought 35 spots weekly for 52 weeks over KUBA. The sponsor is so pleased with results that he's planning to extend the campaign into other markets where the chain operates.

"Sell tunes." Over 2,000 singing commercial jingles for year 'round campaigns. Over 70 different sponsor categories, plus special jingles for the different holidays and seasons, are included. Sponsors use them to good advantage in large as well as small markets. For example, a Philadelphia finance company used a 52 week campaign employing RCA Thesaurus weather jingles over WRCV with excellent results in a town where loan competition is keen.

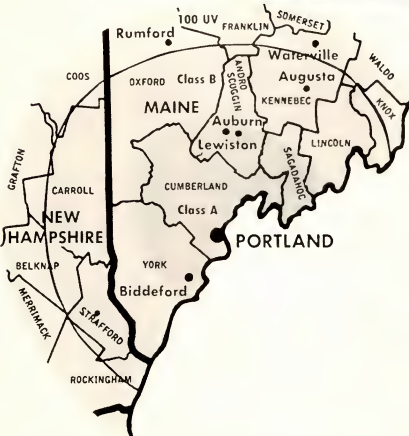
"Shop at the store with the mike on the door." A copyrighted, coordinated sales-merchandising campaign which has been tremendously successful for sponsors. Basically, it consists of recorded announcements by big name stars urging listeners to shop at stores with the radio station's microphone on the door. RCA Thesaurus provides colorful decals for posting on sponsors' doors and windows. In Atlanta over WYZE, "Shop At The Store" brought 5,000 listener-customers to a shoe sale.

RCA Thesaurus, through its subscribers, provides radio advertisers with expertly produced, pre-tested commercial radio features. These features give advertisers complete, effective and economical radio advertising campaigns that "pay off."

## TOP SALESMAN

in Northern New England's  
billion dollar market

**WCSH-TV** with 4-to-1  
domination of 13-county two-  
state area\* delivers 60% of  
Maine's income plus \$266 mil-  
lions from New Hampshire



Where 78% of the 221,990 households  
are television homes . . .

Where 81% of income is spent each year . . .  
**WCSH-TV** puts your message "loud and clear"

(\*Pulse, May 4-10 area study—Market data  
1-1-57 SRDS estimates of consumer markets)

# WCSH-TV

**PORTLAND, MAINE**

Represented by WEED TELEVISION CORP.



# PRIMARY MARKET

400,000 people in the Ann Arbor area respond primarily to local radio. It's a huge market AND NOT ADEQUATELY COVERED BY OUTSIDE STATIONS.

## ANN ARBOR AREA

Includes Plymouth, Ypsilanti, Livonia and 23 important industrial communities in Michigan.

## FIRST in PULSE\*

Most recent Pulse indicates WHRV's strong superiority...18 firsts (half hours) out of 24.

## WHRV

1,000 watts abc 1600 kc

Major league baseball, University of Mich. sports Detroit Red Wing Hockey

6:00-9:00 A.M. Joe and Ralph, famous in Mich. area

Write for special merchandising plan or contact:

**BOB DORE ASSOCIATES**  
National Representatives  
*the door is always open...*

Bob Dore Assoc., 420 Madison Ave., N. Y. 17, N. Y.

\* JUNE '58 PULSE

## Agency profile

### Frank Kemp: "Buying's not for lazy men"

**W**here agency work is concerned, Frank Kemp, Compton v.p. in charge of media, is a real homegrown product: He started at Compton as a general clerk in media in 1939 and grew up through the ranks.

"I actually got into this business accidentally," he told SPONSOR. "After leaving MIT, I was installing IBM systems in various banks. Then I ran into a man, who'd gone to school with me and he suggested that I come into Compton."

After the war, Kemp took a six-month break in the "outside world," joining Dancer-Fitzgerald-Sample as media director. He then returned home to Compton once more.

Today some 60% of Compton's \$70 million annual billings are in air media.

"In our agency I don't see tv as being soft at all," Kemp told

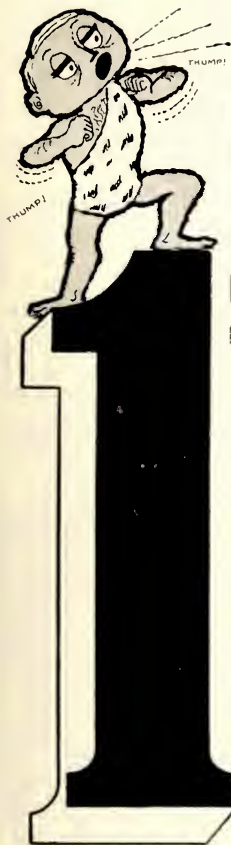


*"When on vacation, really play, but in the office there's no relaxing."*

SPONSOR. "Although it may be true that we're leaning a little more heavily toward network than spot this year, because some of the new products we were introducing with spot have matured to national distribution."

Kemp feels that on an industry-wide basis, however, Compton's trend is likely to be balanced by other agencies with new products to introduce this year.

"One thing that would certainly attract more people into spot tv," he says, "would be organizing a Clearing House that would handle part of the billing. Such a Clearing House would send one bill to an agency per client, and save the agency and client a lot of its overhead in manpower used for paperwork handling billing from hundreds of different stations."



**Radio Chicago**

# WJJD ST in Chicago

**in number of listeners  
for your advertising dollar!**

Compare: **WJJD** has lowest  
cost per thousand radio homes\*

STATION	COST PER THOUSAND
<b>WJJD</b>	<b>\$ .292</b>
Independent Station A	.293
Independent Station B	.38
Network Station A	.75
Independent Station C	.82
Independent Station D	1.04
Network Station B	1.10
Network Station C	1.78
Independent Station E	2.13

\*Comparison based on latest Pulse ratings for Chicago 6-County Area, total rated time period 9 a.m.-6 p.m., Mon.-Fri., and rates for one-m.n. Class A spots, maximum discount.

Latest Hooper (July-August, 1957) shows:

WJJD **2nd** Noon-6 p.m., Mon.-Fri.  
WJJD **3rd** 7 a.m.-Noon, Mon.-Fri.

Keep your eye on these other Plough, Inc. Stations:

Radio Baltimore  
**WCAO**

Radio Boston  
**WCOP**

Radio Memphis  
**WMPs**

REPRESENTED NATIONALLY BY RADIO-TV REPRESENTATIVES, INC.

NEW YORK  
7 E. 47 St.  
MU 8-4340

CHICAGO  
75 E. Wacker Dr.  
FI 6-0982

LOS ANGELES  
111 N. LaCienega Blvd.  
OL 5-7597

BOSTON  
Statler Office Bldg.  
HU 2-4939

ATLANTA  
217 Glenn Bldg.  
JA 2-3872

SAN FRANCISCO  
110 Sutter St.  
GA 1 6936

SEATTLE  
Tower Bldg.  
EL 1868





It is  
easier  
to  
reach

**BALTIMORE**

when  
you  
ride with



REPRESENTED BY

**JOHN BLAIR AND CO.**

Despite the costliness and difficulty of handling spot tv in an agency, Kemp feels bullish about the medium.

"It has certainly proved its sales effectiveness to us on many different products and product problems," he says. "National media may be easier to buy, but a new product, for instance, usually requires use of local media."

In the last few years, new product introduction has become a pet project of Kemp's. He goes at the formulation of a new product media strategy in tight cooperation with Compton's marketing department, which furnishes him an actual bluebook of facts to work with. (See 11 May 1957 issue for "How Compton launched Product X.")

"We feel there's no magic about the fact that a medium-sized agency rather than a small or giant one, is better equipped to introduce new products," says Kemp. "A small agency couldn't afford sufficient staff for research people to do all the field work necessary before pre-testing in a market. It couldn't absorb all the bookkeeping involved and the heavier hours of media buying that a new rather than established product requires. On the other hand, the giant agencies tend to be more network-oriented and some are more reluctant to take the two- or three-year gamble on a new product before it becomes profitable to the agency."

#### Kemp sees 26-week network cycles in future

In negotiating for network tv time, Kemp has been an advocate of greater flexibility of contracts. "The pattern will eventually have to be a 26-week initial cycle for film or a 13-week buy for live tv. Since the investment in shows is so immense today, all parts of the industry must make concessions to the client rather than locking him into a poor bet or only the giants will be able to afford the gamble eventually."

An easy-going man with the sharp humor of understatement, Kemp gives the impression of working in an aura of relaxation. This impression, his associate media directors insist, is dispelled very rapidly when a problem arises or a particular media plan needs shaping. Then, they say, Kemp puts in a 24-hour day with the deceptive ease of manner of a man recently returned from vacation.

"Not that I'm opposed to vacations," Kemp's quick to mention. "In fact, what my wife and I like to do best on our vacations is to travel to fairly exotic places we haven't seen before."

These trips can encompass South America or Europe, but one thing is certain: on vacations, Kemp gets very far away from his year-round habitats. During the normal work-year, he expects the same type of dedicated effort for work from his media directors and buyers he puts in himself.

"If all agency buyers do their job, there really shouldn't be such things as barter," he says. "Apparently, some agency buyers are being lazy and letting film salesmen go out and do their job. But part of the fault for barter may lie in the stations, too, who panic as soon as any of their marginal time goes unsold. We feel that all members of our industry should pull together harder to maintain the stature and effectiveness of tv advertising."

# Get on the Bandwagon!



Timebuyers!



Now you can buy CCA in  
**180 MARKETS—42 STATES**

including . . .

STATION		CITY-STATE	CLOSING DATE	ON THE AIR
KROD	1	El Paso, Texas	Jan. 15th	March 1st
WSUN-AM-TV	2	St. Petersburg, Fla.	Oct. 11th	Nov. 4th
WWPA	3	Williamsport, Pa.	Oct. 31st	Jan. 6th
WITH	4	Baltimore, Md.	Oct. 1st	Dec. 2nd
WGST	5	Atlanta, Ga.	Dec. 6th	Jan. 6th
WOWO	6	Ft. Wayne, Ind.	Nov. 8th	Jan. 6th
WAPI-AM-TV	7	Birmingham, Ala.	Oct. 1st	Oct. 15th
WCKY	8	Cincinnati, Ohio	Oct. 26th	Nov. 4th
WROW		Albany, N. Y.	Oct. 19th	Nov. 4th
WOOD	9	Grand Rapids, Mich.	Nov. 15th	Jan. 6th
KROC	10	Rochester, Minn.	Oct. 30th	Nov. 20th
WALA-TV	11	Mobile, Alabama	Nov. 30th	Jan. 6th



1. Branham Co.
2. Vernard, Rintoul, McConnell
3. Burn-Smith
4. Select Station Reps
5. Avery-Knodel
6. Peters, Griffin, Woodward

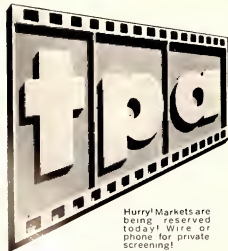
7. John Blair Co.
8. AM Radio Sales
9. Katz Agency
10. Meeker Co.
11. H-R TV Inc.

## COMMUNITY CLUB AWARDS

PENTHOUSE SUITE...527 MADISON AVENUE  
NEW YORK 22 • CALL PLaza 3-2842



78 markets snapped up in first six weeks! Coca-Cola in Atlanta! NBC O-&O in Los Angeles! Dixie Beer! Bowman Biscuit! Prescription 1500 in 10 markets! J. Carrol Naish, the NEW Charlie Chan, "the best ever to do the role." See it today, and you'll have to agree the new CHARLIE CHAN sells!



Television Programs of America, Inc.  
488 Madison Ave., N. Y. 22 • PLaza 5-2100

## News and Idea WRAP-UP

### ADVERTISERS

Campbell will spend \$800,000 in spot radio to launch its three new soups this month.

The new brands, turkey noodle, minestrone and chicken vegetable will also get network tv backing in October on Campbell's two shows, *Lassie* (CBS TV) and *Colt 45* (ABC TV).

After initial introduction campaign a continuing schedule is planned for both radio and tv.

BBDO is the agency.

**Trend of the times:** Firestone Tire & Rubber is back in spot radio on a national basis for the first time in about 10 years.

The campaign: 115 stations in 85 markets. Average schedule: better than 50 announcements per station. Total cost: approximately \$100,000. Sweeney & James, the agency.

Last November, Firestone used spot radio but the campaign was limited to Northern states since Town & Country snow tires was the product plugged.

**Current promotions:** Gillette is offering its annual premium tie-in with its World Series radio-tv broadcasts: "Signals, the secret language of baseball" booklet. It will be given out with purchases of razors and blade dispensers. Tv and radio are being used to back the promotion . . . P&G's Gleem has launched a \$100,000 contest centered around a picture puzzle showing a typical American family on vacation (in a situation where "they can't brush after every meal.") . . . American Dairy Association and the Chocolate Milk Foundation will sponsor jointly a mid-winter merchandising promotion, "Chocolate milk—serve it hot," starting in January. Initial kickoff will be on the *Perry Como Show* (NBC TV). The promotion was tested in Indiana early this year and produced a measured 71% increase among 58 participating dairies and an estimated 50% increase

among all state dairies. For the new national campaign chocolate suppliers are working out ad schedules with local dairies which include a heavy allotment for local spot tv.

**Tv receivers:** RCA Victor has expanded its color line to include five more color receivers for a total of 16. New models are \$50 to \$100 higher than comparable models in current series . . . Westinghouse says its new 1958 line of tv receivers will be backed by a record advertising campaign. Starting date is 16 September with initial tv introduction on *Studio One* (CBS TV). Strong local advertising support is also planned.

**Focus on personalities:** Edward J. Pechin has been named assistant director of the Du Pont advertising

You're headed in  
the right direction with  
Plough, Inc., Stations!

Radio Baltimore  
**WCAO**

Radio Boston  
**WCOP**

Radio Chicago  
**WJJD**

Radio Memphis  
**WMPS**



Represented nationally by  
RADIO-TV REPRESENTATIVES, INC.  
• NEW YORK • CHICAGO • BOSTON • SEATTLE  
• ATLANTA • LOS ANGELES • SAN FRANCISCO

department. Pechin has been a division manager of product advertising . . . **Wilson Edwards**, former vice president and general manager of the San Diego Broadcasting Co. (KSDO) has joined the executive staff of Breast-O'-Chicken Tuna . . . **Dale O. Akridge** has been named manager of advertising and sales promotion for G.E.'s television receiver department. Akridge has previously been assigned to advertising and sales promotion of the company's refrigerator line . . . **Leslie E. Parkhurst** has been upped to vice president and director of marketing of A.S.R. Products (formerly American Safety Razor Corp.).

## AGENCIES

New partners in the reorganized **Russell M. Seeds Co.**, now to be known as **Keyes, Madden & Jones**, are:

**Edward D. Madden**, president, is a television man. Madden was v.p. in charge of tv operations and sales for NBC. More recently he's been with McCann-Erickson and has just resigned as vice president of International Latex Corp.

**Freeman Keyes**, chairman of Seeds, will continue as chairman of the new agency.

**Howard A. Jones**, new executive vice president, has been executive vice president of the central creative staff at Grant.

Also joining the company is **David Hale Halpern** as senior vice president and general manager of the New York office. Halpern previously was senior vice president and general manager of Joseph Katz Co.

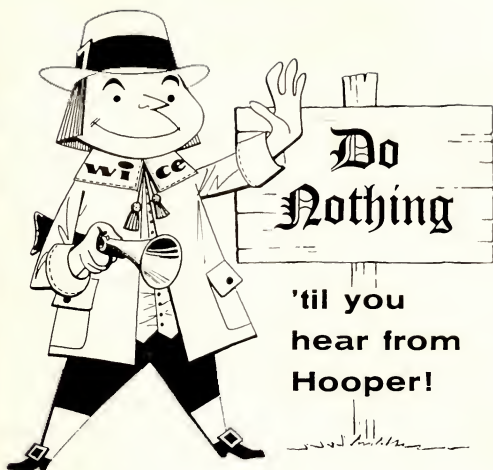
Realignment of Grant's administrative staff works out like this:

**Lawrence R. McIntosh**, executive vice president, has been named supervisor of all domestic operations. He also will continue as manager of the Detroit office.

**Frederick E. Spence** promoted to executive vice president and continues to head the international division.

**Paul L. Bradley**, former vice president in charge of the West Coast. Now moves east as manager of the New York office.

**John E. Gaunt**, vice president and tv director, has been upped to tv di-



# wice

*is now the*

## number 1

*cost per thousand station*

## in Providence

Get out the slide rule, figure again . . . Providence is no longer an automatic buy because WICE is on the move! Up and up the ratings go in just eleven months of Elliot management. Do nothing 'til you see Hooper, July and August.

**The ELLIOT STATIONS**

*great independents • good neighbors*

**TIM ELLIOT, President**

Akron, Ohio - **WCUE WICE** - Providence, R. I.

National Representatives The John E. Pearson Co.



## PICTURE WRAP-UP



**Radio bulletin board** provides latest news for Hotel Somerset patrons during Boston's recent newspaper strike. Station WILD (formerly WBMS) supplied news. Similar services were run by WHDH



**A drive-in sidewalk cafe** is WERE. Cleveland's welcome to d.j. Walt Henrich (l.), Fred Stahower of Lang, Fisher and Stahower, joins Walt in an "uncontinental" paper-cup of coffee



**Tv is free on KBET** and John Schacht (l.) and Harvey Tepper, KBET-TV, Sacramento, try to keep it that way by alerting the public to the fee tv problem



**Red Cross** thanks SSCB for its help. E. Roland Harriman (r.) presents Red Cross award to Hagan C. Bayles, SSCB, as Advertising Council's Henry C. Welde watches



**"Sure I use them."** Dorothy Lamour assures Gene Foss, v.p., Grove Labs, that she takes 4 Way Cold Tablets at first sneeze. Endorsements are theme of radio campaign



**Free admission** to pajama patrons was announced by WGN d.j. Tommy Charles for the Birmingham opening of "The Pajama Game." Over 1,000 sleep-walkers accepted

# The big 1/5 of a big nation



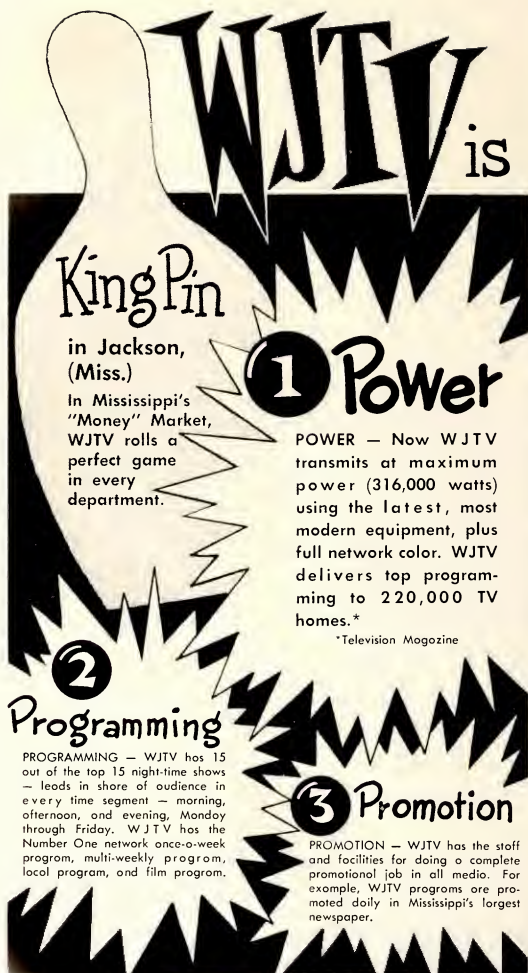
## 1/5 of total Canadian retail sales are made in our Hamilton-Toronto Niagara Peninsular coverage area

The actual figure is \$2,722,911,000.00. Effective October 1, 1957 CHCH-TV will increase its power to 50,000 watts. CHCH-TV will serve the complete Hamilton-Toronto-Niagara Peninsula area—close to 600,000 homes—24.43% of the total TV sets in Canada. The 2,552,715 people within our coverage area will spend \$56,732,000 for food; \$76,848,000 for drugs; \$126,133,000 for furniture. Total retail sales \$2,722,911,000.00. By far the richest market in Canada. Source: Sales Management; Elliott Haynes

**CHCH-TV** channel 11  **Canada**

FOR FURTHER INFORMATION CALL: Montreal 1-UN-6-6008 • Toronto 1-TR-4-750 • Hamilton 1-2-2 • Niagara Falls 1-2-2 • Buffalo 1-2-2 • San Francisco Ya 6-6749

NEW YORK • CHICAGO • PHOENIX • CLEVELAND • MIAMI



**King Pin**

**in Jackson,  
(Miss.)**

In Mississippi's  
"Money" Market,  
WJTV rolls a  
perfect game  
in every  
department.

**1 Power**

**POWER** — Now WJTV transmits at maximum power (316,000 watts) using the latest, most modern equipment, plus full network color. WJTV delivers top programming to 220,000 TV homes.\*

\*Television Magazine

**2**

**Programming**

**PROGRAMMING** — WJTV has 15 out of the top 15 night-time shows — leads in share of audience in every time segment — morning, afternoon, and evening, Monday through Friday. WJTV has the Number One network onco-a-week program, multi-weekly program, local program, and film program.

**3 Promotion**

**PROMOTION** — WJTV has the staff and facilities for doing a complete promotional job in all media. For example, WJTV programs are promoted daily in Mississippi's largest newspaper.

*First in the heart of Mississippi*

**WJTV**

**JACKSON, MISSISSIPPI**



CBS

ABC

REPRESENTED BY THE KATZ AGENCY

rector for both Grant's domestic and international operations. Gaunt will headquarter in Hollywood.

**Christopher Cross**, vice president, has been made assistant to the president.

**New agency appointments:** N. W. Ayer adds Armour & Co.'s canned meats, beef, pork, sausage divisions and corporate advertising . . . **BBDO** for W. A. Sheaffer Pen Co.'s new ball-point pen . . . **Young & Rubicam** for Beech-Nut Food Division of Beech-Nut Life Savers . . . **SSC&B** for Duffy-Mott . . . **Tatham-Laird** for Betty Crocker Muffin Mixes. This is a new product . . . **DFS** for Bayer Nasal Spray radio and tv advertising.

**Allen & Marshall**, Los Angeles, has opened a new food and drug marketing division. **Arnold Blitz**, former executive vice president of H. Richard Seller Co., Portland, Ore., will head the new department and direct merchandising and marketing for all the agency's accounts.

**People in the news:** **Hendrik Booream, Jr.** has joined Ogilvy, Benson & Mather as vice president and director of tv-radio. Booream comes from C. J. LaRoche . . . **John A. Ulrich**, formerly with Beech-Nut Life Savers, has joined DCSS as an account executive . . . **Bernard I. Burt** has joined the Benjamin Katz Agency, Philadelphia, as an account executive and public relations director . . . **Harold I. Seltzer** has left his post as vice president of White Frost Chemicals to join Doyle, Dane, Bernbach as merchandising account representative.

## NETWORKS


Which product categories will dominate which nights on network tv this season? Here's the answer as compiled from SPONSOR's 1957 season fall program charts:

DAY	1ST PLACE	2ND PLACE
Sun.	Toiletries	Cigarettes
Mon.	Food & Auto*	Toiletries
Tue.	Toiletries	Food
Wed.	Food	Soaps—Cleansers
Thurs.	Food	Auto & Toiletries*
Fri.	Food & Cigs.*	Auto
Sat.	Toiletries	Cigs. & Food*


\*Tied.

**Network tv notes:** **G.E. Theatre** (CBS TV) will make its first overseas film (in England) on 23 September.





*"The Gaslight Station" • New York • New Jersey*



*Douglas Wall, NEW YORK DAILY NEWS, speaking of*

*"When I want to hear the kind of light music  
I like on the air, I tune in WPAT, a  
radio station that has become increasingly  
popular with New Yorkers in recent years"*

**WPAT!**

*in  
the  
July 30,  
1957  
issue\**

\* And this is substantiated by the June 1957 New York Hooper Report which, compared with the Jan.-Feb. 1957 New York Hooper Report, shows a 44.4% increase in total share of audience in the five hour period 7 A.M. to 12 Noon (Monday thru Friday) and an increase of 14.3% in the total rated time periods throughout the broadcast day. National business, too, has increased 45% in the past seven months (compared with the same period in 1956).



You're in  
good company  
on WGN-RADIO  
Chicago



**Top-drawer advertisers  
are buying WGN**

Join the nation's smartest time-buyers who select WGN for results! Consistent high program quality, at the lowest cost, makes WGN a good buy — your smartest buy today in Chicagoland!

**883,700**  
**PEOPLE**

**AND ONLY ONE  
TV STATION IN THIS  
37 COUNTY MARKET**

CHANNEL 2  
CBS • ABC • NTA

ST. JOSEPH, MISSOURI  
A KENTON BROWN STATION

Blair Television Associates, Rep.

**2**

If successful, plans call for several more European-shot programs this year . . . The *Nat King Cole Show's* coop plan is already getting good response from NBC TV affiliates. So far the show (seen Tuesdays 7:30-8 p.m.) has picked up these local sponsors: Gallo and Colgate in Hollywood, Italian Swiss Colony in San Francisco, Gunther Brewing in Washington, D. C., Pittsburg Wine in Pittsburgh and Reingold Beer in New York and Hartford, Conn. . . . In a sudden and surprise move Philip Morris has switched the *Mike Wallace Interview* show to Saturday nights at 10 p.m. on ABC TV starting this week. The switch coincided with the cigarette firm's renewal of the series and is designed to take advantage of the pre-built *Laurence Welk* audience. Welk's high-rated show runs from 9-10 p.m. Saturdays . . . The *Price Is Right* nighttime version (Monday 7:30-8 p.m.) will get \$500,000 worth of promotional backing by its two sponsors Speidel and RCA . . . *Minnesota Mining and Mfg.* will bring *Andy's Gang* to NBC TV starting Saturday, 28 November (10:30-11 a.m.) as alternate week sponsor.

**Network radio notes:** Two more additions to ABN's new live music-variety programming are *The Jim Backus Show*, Monday through Friday 2-3 p.m., and *The Jim Reeves Show*, Monday through Friday 1-2 p.m. Both are due to start 7 October . . . *Mutual's* Saturday football schedule has been completely sold out as Pharmacrast has signed for the five-minute pre-game and post-game shows. Pontiac and Pontiac dealers have already bought the games themselves . . . Edison Electric Institute has



"—such bliss! They both listen regularly to KRIZ Phoenix!"



**That measuring man from  
KWTV-OKLAHOMA CITY**

... measures the *SALESpower* of KWTV's 1572' tower for timebuyers on Madison Ave.!



**It's not square miles, but  
SALES THAT COUNT!**

In Madison, Wisconsin, VHF adds more to your cost than to your coverage. With WKOW-TV you deliver 70% as much share of the audience\* at only 45% of the cost.

\*Madison area Telepulse—April, 1957

Ask your Headley-Reed man  
for proof.

**WKOW-TV**  
**ABC in Madison, Wis**



## Where Do Great Ideas Come From?

From its beginnings this nation has been guided by great ideas.

The men who hammered out the Constitution and the Bill of Rights were thinkers—men of vision—the best educated men of their day. And every major advance in our civilization since that time has come from minds *equipped by education* to create great ideas and put them into action.

So, at the very core of our progress is the college classroom. It is there that the imagination of young men and women gains the intellectual discipline that turns it to useful thinking. It is there that the great ideas of the future will be born.

That is why the present tasks of our colleges and universities are of vital concern to *every*

American. These institutions are doing their utmost to raise their teaching standards, to meet the steadily rising pressure for enrollment, and provide the healthy educational climate in which great ideas may flourish.

They need the help of all who love freedom, all who hope for continued progress in science, in statesmanship, in the better things of life. And they need it *now!*

If you want to know what the college crisis means to you, write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, N. Y.



Sponsored as a public service, in cooperation with the Council for Financial Aid to Education

# Rate Adjustment Effective Dec. 1, 1957

See October Issue of Spot Radio SRDS for new rates adjusted to meet this RICH MARKET, a metropolitan population of 268,000, 36% of which is Negro, receiving 43%\* of every payroll dollar.

\*Source I.P.A. & L.S.U. Inst. Research

## KANV

1050 kc - - DAYTIME

the ONLY ALL NEGRO PROGRAM Station in

SHREVEPORT, LOUISIANA

## ROANOKE

### 60 County Coverage



### Television's Top Programs



Ask Your "Colonel!" at  
Peters, Griffin, Woodward, Inc.

WDBJ *tv*

CHANNEL 7

ROANOKE, VIRGINIA

contracted for 5 five-minute segments on *Monitor* (NBC) to promote "Housepower Month." Kick-off on the promotion will start with a special 25-minute show on *Nightline* on 17 October (8:30-8:55 p.m.) . . . ABN added new and renewed business from four advertisers this week for its live music-variety daytime shows. Foster-Milburn (through Street & Finney) signed for one segment a week on the new *Herb "Oscar" Anderson Show*. Other business went to the *Don McNeill Breakfast Club* with the Kretschmer Corp. (thru George H. Hartman Co.) and Scholl Mfg. (through Donahue & Co.) as new sponsors and Sandura (through Hicks & Greist) renewing . . . **Mutual** is now scheduling five music blocks for its between the new programming schedules. The music in 25-minute groupings will stress mood and easy listening patterns. The nation's top 50 tunes will now be limited to the 3:05-7 p.m. period.

**Job notes:** **John Pearson** has been named to the newly created position of station program executive in the ABN's expanded stations' department. Pearson was program consultant for the Katz Agency. Vice president in charge of the stations' department is **Edward J. DeGray**, former vice president in charge of station relations (now part of the stations' department) . . . **Eugene Alnwick**, formerly with Burke-Stuart, has joined Mutual as a sales account executive . . . **Simon B. Siegel**, treasurer, has been elected financial vice president of AB-PT . . . General Artists Corp. has named presidents for two more of its subsidiaries. **Milton W. Krasny** has been elected president of GAC-TV, Inc. and **Arthur C. Weems** president of General Artists Bureau. Other appointments within the GAC organization include: **Harry Anger** as vice president and general manager of GAC-TV and **Buddy Howe** as vice president and general manager of General Artists Bureau.

### REPS

Peters, Griffin, Woodward, Inc., is adding new television account executives to its staff in Hollywood and San Francisco, as well as expanding its office facilities in New York.

**Joseph L. Scanlan** joins the PGW San Francisco office; from H-R Representatives.

**You're in  
good company  
on WGN-RADIO  
Chicago**



### Top-drawer advertisers are buying WGN

Join the nation's smartest time-buyers who select WGN for results! Consistent high program quality, at the lowest cost, makes WGN a good buy — your smartest buy today in Chicagoland!



Only ONE is atop the  
Continental Divide

Serving both the Atlantic and  
Pacific Sides of America

KXLF - TV4 -:- Montana  
Butte

East—The Walker Co.  
West—Pacific Northwest Broadcasters

Martin F. Connelly joins the Hollywood staff; from KVSM, San Mateo.

NBC Radio Spot Sales has appointed Fred Lyons as manager, Eastern Radio Spot Sales, and Richard Arbuckle as Central Division Sales Manager for radio.

Lyons was formerly Central Division manager.

Arbuckle, who will make his headquarters in Chicago, was previously a radio salesman for Spot Sales.

**New appointments:** McGavren Quinn Co. to rep KWDN, Des Moines . . . Walker Representation Co. gets WIVK, Knoxville . . . George P. Hollingbery Co. will handle WSMB, New Orleans . . .

## FILM

Sales on New York syndicate row this week showed quite a flurry.

Over \$1 million in sales were chalked up by ABC's 26 Men in less than eight weeks after release. National advertisers include: Quaker Oats, A & P, Coca-Cola, Fritos, Carlings Red Cap, Budweiser and Brylcreem. Big regional buys were made by: Standard Oil of Texas, H. P. Hood & Sons, Freihofer Baking Co., Kroger, National Bohemian, Nick-L-Silver & Humpty Dumpty Stores.

CBS TV Film Sales has sold Vary Log for telecasting in Saudi Arabia—the firm's fifth series bought by the Arabian-American Oil Company. The sale is of interest because of Middle-East tensions.

WLW-TV acquired the M-G-M feature film package which will be scheduled across the board in a nighttime slot starting October . . . MGM features have now been sold in 61 of the nation's TV markets. Latest sales include KSYD-TV, Wichita Falls; KMJ-TV, Fresno; KTTY, Colorado Springs; KHQ-TV, Spokane; WEAR-TV, Pensacola; WMBR-TV, Jacksonville . . . Guild Films has acquired world rights to approx. 1200 RKO shorts in a deal with C. & C. TV Corp.

KETV-Omaha, scheduled to start telecasting 17 September, has signed with A.A.P. for a number of groups of features from the Warner Bros. library . . . KDKA-TV, Pittsburgh, has launched a giant campaign to promote

the Warner Bros. library acquired from A.A.P. The films will debut in a gala premiere with representatives from over 500 ad agencies invited to a special showing at the Pittsburgh Playhouse.

**People On the Move:** Phil Cowan leaves his post as director of publicity at Screen Gems to open his own public relations office . . . William H. Fineshriber, Jr., appointed to the newly created post of director of international operations at Screen Gems . . . Jack M. Stafford and Barry Winton have joined the sales staff of Famous Films Programs for Tele-

vision, a division of NTA . . . Marvin Schaffer has been named assistant general manager of that same division of NTA

## TV STATIONS

**Idea at work:** WHIO-TV, Dayton, 15-minute weekly public service show *The Dayton Police Story*.

Part film and part live, the series shows the Police Department in action. It has gotten plaudits from other nearby law enforcement offices. The area's FBI office has expressed interest in sending a film of the show to Washington as an example of good public

radio tempo  
reaches the "city on wheels."

A program with music;  
news-while-it-happens; weather  
and freeway information.  
Los Angeles moves—at home and  
on the road—listening to  
KFWB...the station geared to the  
tempo of the times.



**KFWB**  
the personality station **980** ☺

National Representatives: Branham Co.; McGavren-Quinn, San Francisco  
Robert M. Purcell, President and General Manager.  
5000 Watts day and night...clear regional channel.



# FIRST TIME EVER!

## GUARANTEED SEPARATION

- All Announcements Will Be Separated From . . .
1. All other commercial announcements by time for one complete musical selection.\*
  2. All competitive announcements by at least 15 minutes.

\*Except 10 second, quarter-hourly time signals.

## NO RIGHTS RESERVED

This reproduction of our rubber stamp is not copyrighted and may be used by any radio station—and the more the merrier.

## WOLF

with many firsts to its credit assures radio advertisers and agencies adequate separation for their commercials. This is not a new policy

with WOLF. It is the proven sales formula that has brought in consistent renewals through the years from pleased clients representing top national advertisers.

We never had it so good—why spoil it.

**RATING for RATING . . .  
RATE for RATE  
in CENTRAL NEW YORK it's**



National Sales Representatives  
THE WALKER COMPANY

SYRACUSE, N. Y.

relations in behalf of a city's police department.

Nielson shows the program as topping all opposition and pulling ratings as high as the most popular network shows.

**Promotion idea:** WJZ-TV, new Westinghouse station in Baltimore (formerly WAAM) sent out \$2.00 tickets on an entry in special handicap race, the 6th at Timonium, Md., named in honor of the new call letters.

**Here's another tv station designing programming for people "too busy to watch tv."**

WITI-TV, Milwaukee, will use hi-fi music backed by visual gimmicks. The visual portion (in color and b&w) will include mobiles, artist sketching, puppets acting out songs and news, and similar eye-catching (not necessarily eye-holding) stunts.

**Tv applications:** Between 24 August and 7 September three applications for new stations were filed and five new stations took to the air.

Applications include: Publix Television Corp., Miami Beach, Fla. for Channel 6, Miami, 100 kw visual, with

**You're in  
good company  
on WGN-RADIO  
Chicago**



**Top-drawer advertisers  
are buying WGN**

Join the nation's smartest time-buyers who select WGN for results! Consistent high program quality, at the lowest cost, makes WGN a good buy—your smartest buy today in Chicagoland!



you need the personal touch to sell in Milwaukee

'Tis not only what you say . . . but how you say it in this business. That's why we insist that, when you send us live copy . . . our disc jockeys deliver a LIVE live announcement! It's an INTEGRATED commercial, too . . . as much a part of the show as Perry Como or Frank Sinatra . . . and it's the word of a fellow that Milwaukee listeners enjoy. Yes, by design on WEMP, your copy gets the interpretation necessary to effectively sell the market!

**WEMP**  
5000 watt power at 1250 k.c.



**KEY ENTERTAINMENT STATION**

**BIG 7 RADIO PERSONALITIES**  
Record and live copy . . .  
and you can hear it on WEMP

**SPORTS** Live Play-by-play Milwaukee  
Bears, Packers, Braves, Cubs, and Football  
and Basketball Green Bay Packers  
Football special sports events,  
11 sportsmen's stories.

**32 NEWCASTS DAILY** (entire) and  
called by 6-man WEMP news department  
from 1 P.M. news wire, 1 P.M. sports  
wire, 11 middle wire, special sports  
correspondents by 1 P.M. weather  
wire, Police and Fire Dept. radio,  
regular daily telephone contacts.

represented wherever you live by Headley-Reed

You're headed in  
the right direction with  
Plough, Inc., Stations!

Radio Baltimore  
**WCAO**

Radio Boston  
**WCOP**

Radio Chicago  
**WJJD**

Radio Memphis  
**WMPS**



Represented nationally by  
RADIO-TV REPRESENTATIVES, INC.  
• NEW YORK • CHICAGO • BOSTON • SEATTLE  
• ATLANTA • LOS ANGELES • SAN FRANCISCO

## Strong Local plus Top CBS Shows make KGVO 5,000 watts radio

MISSOULA, Montana

the preferred radio  
station.

affiliated with  
**191,000 watts**  
**KMSO-TV**  
TRANSMITTER  
100 MILE RADIUS  
ATOP  
TELEVISION  
MOUNTAIN  
ELEVATION  
7000 FT.

SELLING  
WESTERN  
MONTANA  
**Mosby's,  
Inc.**

Your  
BEST  
buy in  
Montana.

MISSOULA, MONTANA

tower 1690 feet above average terrain, plant \$1,175,165, yearly operating cost \$730,000; Suncoast Cities Broadcasting, St. Petersburg, Fla., for Channel 10, St. Petersburg, 316 kw visual, with tower 1005 feet above average terrain, plant \$1,459,654, yearly operating cost \$825,577; and Illiana Telecasting Corp., Terre Haute, for Channel 2, Terre Haute, 100 kw visual, with tower 970 feet above average terrain, plant \$458,849, yearly operating cost \$600,000.

New stations on the air were: WHIC, Pittsburgh, Channel 11, NBC TV affiliation; WAVY-TV, Portsmouth, Va., Channel 10, ABC TV affiliation; KSPR-TV, Casper, Wyo., Channel 6, CBS TV affiliation; WFGA-TV, Jacksonville, Fla., Channel 12, NBC TV affiliation; and WWL-TV, New Orleans, Channel 4.

**Station notes:** KERO-TV, Bakersfield, Calif. sale to Wrather-Alvaraz Broadcasting has been finalized. Purchase price was \$2,150,000 . . . WCDA, Albany-Troy-Schenectady, UHF (Channel 41) has been authorized to switch to VHF (Channel 10) around 1 December. This will make the station a VHF'er with a UHF satellite. Channel 19 in Mt. Greylock.

**Color notes:** WFBM-TV, Indianapolis, is now scheduling remote colorcasts. The station has been carrying from 11 to 16 hours of color per week both network and local for the past two years . . . The first color tv station outside of the U.S. will debut 24 October in Havana, Cuba. This is Canal 12, S. A.

**People in the news:** Robert O. Runnerstrom, vice president of WMBD, Inc., Peoria, has been appointed director of television and Robert M. Riley, Jr. formerly national radio sales manager has been named television sales manager for the firm . . . Bill Fox has been promoted to the post of station manager of KFMB-TV, San Diego . . . Mrs. Phyl Swan, formerly with KAKE-TV, Wichita, has been named promotion director of KFEQ-TV, St. Joseph, Mo. . . . Lawrence Eisenberg has left WABD, New York, to join WABC-TV, New York as director of public relations . . . Bill Dean, former staff announcer for WWL Radio, New Orleans, has switched over to WWL-TV as production supervisor.



## ON THE RICH Golden Spread

Amarillo, Capital of the Golden Spread, is growing and progressing with the best at the metropolitan markets in the great Southwest. Its population has increased over 76% since 1950.

- Effective buying income \$254,444,000.
- Annual wages per family \$6,541.
- Military payroll \$24,000,000 annually including military and civilian employees.

Get in on the Big Buy on Big 4, Amarillo's specialized television station.

CONTACT ANY KATZ MAN

**KGNC-TV**  
Channel 4  
AMARILLO, TEXAS



## Our drive can putt you in the chips

History was made adding still another first for WHIO-TV—on the station coverage of the PGA Golf Tournament held in July. On the last two days of the tournament we had our cameras on the full action of the last 10 holes at Miami Valley Golf Club, giving shot-by-shot coverage of each match. Complimentary letters from all over our area attest to our great job. And we did it WITH FIVE CAMERAS.

Our point is, the average station wouldn't attempt a match-play tournament. But THIS station has

been *above* average since 1949 and has built up a pool of physical and (more important) human resources for effective operation. They're loaded with the creative ability to handle any kind of a program you mention. It is this same creative programming that has built a great audience loyalty, consistent month after month after month.\*

Our National Caddy, George P. Hollingbery, is just a 9-iron shot from you. Ask him for market and coverage features and he'll show you why we're FIRST.

\*WHIO-TV—June PULSE Ratings

13 out of top 15 once-a-week shows

7 out of top 10 multi-weekly shows

June ARB Rating—7 out of top 10 shows

**CHANNEL 7 DAYTON, OHIO**



One of America's  
great area stations





**W**HERE  
**K**ENTUCKIANA  
**L**ISTENS  
**O**N 1080 KC



## Programs and People That Produce

JACK BENDT  
 DAVE BROCKMAN  
 GINGER CALLAHAN  
 PAUL COWLEY  
 TOMMIE DOWNS

JOHN FRAIM  
 WILSON HATCHER  
 BOB HENRY  
 RED KIRK  
 JIMMIE LOGSDON

Represented by John Blair & Company

## RADIO STATIONS

Nine out of 10 football fans turn to radio to follow their local teams says RAB research based on Pulse studies.

In a 16-page brochure called, "Be a Big Winner in the Fourth Quarter. Sponsor Football on Radio," RAB lists these advantages:

- Large and loyal audiences can be reached repeatedly.
- The nature of the program allows repetitive sales messages.
- Can accommodate a variety of budgets.
- A wide and versatile range of merchandising is possible.

The report also shows that football is the most broadcast of all sporting events with 96.3% of its radio coverage sponsored.

**New group-rate combinations:**  
**A-BUY** in California which includes KGEZ, Bakersfield; KNOC, Chico; KARM, Fresno. KIDD, Monterey-Salinas; KVIP, Redding; KROY, Sacramento; KITO, San Bernardino. NEAC, San Diego; KIST, Santa Barbara and KSTN, Stockton. George P. Hollingbery is national rep for A-BUY . . . **Texas Triangle** which includes KLIF - KFJZ, Dallas - Fort Worth; KILT, Houston and KTSA, San Antonio. John Blair Co. is the national rep.

**Station notes:** WITT, Lewisburg, Pa., first radio station in the town since 1933 went on the air this week . . . WSM, Nashville, has signed as an affiliate of ABN . . . KQV, Pittsburgh, has been bought by AB-PT . . . KGW, Portland, Ore., has gone over to 24-hour around-the-clock operation . . . K-ACE, Riverside-San Bernardino, Calif., has applied for permission to build a new FM station for that area . . .

**Anniversaries:** KNX, Los Angeles, celebrating its 37th. this week . . . KDYL, Salt Lake City is marking its 25th. year as an NBC affiliate.

**Personnel notes:** William J. Conran moves over from promotion manager of WPFH-TV, Wilmington, to promotion manager at WIBG, Philadelphia . . . Jim Sondheim has been

# The only Buffalo Station that can pass the "Thruway Test"



**COMING EAST** to the New York State Thruway, you pick up WGR RADIO *loud and clear*, way out in Ohio.

**GOING WEST** on the New York State Thruway, you pick up WGR RADIO *loud and clear*, just past Syracuse.

**IF YOU WANT** maximum coverage in the \$3,000,000,000.00 Western New York Market, (plus big bonus audience in Canada) . . . buy WGR RADIO!

**ABC AFFILIATE**

NATIONAL REPS: Peters, Griffin, Woodward, Inc.

**BUY**  
**WGR**  
**RADIO**

"Buffalo's First Station"

**You're in  
good company  
on WGN-RADIO  
Chicago**



**Top-drawer advertisers  
are buying WGN**

Join the nation's smartest time-buyers who select WGN for results! Consistent high program quality, at the lowest cost, makes WGN a good buy — your smartest buy today in Chicagoland!

*Newfoundland's*  
**Most Powerful Twins**  
**CJON-TV Channel 6**  
**CJOX-TV Channel 10**  
St. John's  
Antigua



*Reaching 300,000*  
Captive Newfoundlanders  
and latest B B M shows,  
85% of all greater St. John's  
homes have TV Sets

WEED & CO. U.S.

STOVIN-CANADA

upped from account executive to national sales manager for WAAT, Newark . . . Edward M. Guss has been transferred from vice president and station manager of KOSI, Denver, to a similar position with WGVM, Greenville, Miss. . . John F. Box, Jr., executive v.p. of the Bartell Group, has been named general manager of WILD, Boston . . . Herbert S. Dolgoff has been named to the newly created post of General Counsel for Storz stations . . . Fred M. Vosse has joined the sales staff of WIND, Chicago. Vosse comes from R. P. Scott, Inc. . . Roger Hoffman, former commercial manager for KLIN, Lincoln, Nebr., has been appointed resident manager for WQUB, Galesburg, Ill. The new station is due to take to the air this week . . . Walter A. Schwartz has been named local sales manager for WWJ, Detroit.

## CANADA

General Mills (Canada) Ltd. has introduced an all-new look in the packaging of its five ready-to-eat breakfast cereals. Television and radio advertising will help spearhead the campaign.

"Family look" packaging uses the Betty Crocker name and bright red spoon design as an eye-catcher. This is already an established trademark in the Canadian market. But the breakfast cereals (Jets, Trix, Wheaties, Cheerios, and Corn Kix) with American packaging were relatively unfamiliar to the Canadian market.

Together with its agency, E. W. Reynolds Ltd., General Mills is aiming at easy brand identification.

The annual ACRTF convention (Association Canadienne de la Radio et de la Television de langue française) will be held next week, 15-18 September, at the Alpine Inn, Ste. Marguerite, Quebec.

This is the fourth annual meeting of the association which is affiliated with the Canadian Association of Radio and Television Broadcasters. Some 40 French-language radio and tv stations will be represented together with a cross-section of Canadian (and American) businessmen; attendance of more than 200 is expected.

In addition to the regular French-



KOA-Radio can fit perfectly into any advertising plan, large or small. In fact, it's the only radio station — outfitted in every way — to sell the entire Western Market.

**PROGRAMMING** — has been skillfully tailored by KOA-Radio since 1925. It programs popular local and regional shows to fit and please the tastes of 4,000,000 Westerners.

**ALTERATIONS** — are unnecessary when you buy KOA-Radio. Your sales message told by KOA . . . is sold by KOA throughout the rich Western Market!

Represented by  
Henry I. Christal  
Co., Inc.



**KOA**  
**DENVER** *Radio*  
One of America's *great* radio stations  
850 Kc 50,000 WATTS

**HOW HIGH IS UP?**

COULDN'T TALLY  
GEN. MGR.

2,049 FEET  
ABOVE SEA  
LEVEL, 1,010  
FEET ABOVE  
AVERAGE TER-  
RAIN, MAN.  
THAT'S OUR  
NEW TOWER  
GOING UP.  
THIS MEANS  
MORE TV FOR  
MORE PEOPLE  
IN THE  
TRI-STATE  
AREA!

BUYING POWER IS UP  
\$894,880,000 IN THE  
NEW METAL EMPIRE TOO!  
HANG ON, MAN!

I KNOW THERE'S  
NO INTERRUPTION  
IN TRANSMISSION  
DURING  
CONSTRUCTION!

**WDSM-TV**  
NBC-ABC Channel 6  
**DULUTH-SUPERIOR**  
National Representatives  
PETERS, GRIFFIN, WOODWARD

**DETROIT and WWJ-TV**

both built by...

# BELIEVABILITY



Mayor Albert E. Cobo, "sparkplug" of today's Detroit.



Always dynamic Detroit is busier than ever. Great new buildings are rising. Extensive expressways, shopping centers and other vast projects are under way. All provide graphic evidence of the unlimited faith Detroiters have in their city.

Faith in WWJ-TV is another notable Detroit characteristic—faith engendered by WWJ-TV's acknowledged leadership and emphasis on quality in every phase of television.

That's why seeing is believing to the great WWJ-TV audience—a priceless advantage to every advertiser.

The beautiful City-County Building in Detroit's new Civic Center. Nearby are the Veterans Memorial Building, the Henry and Edsel Ford Auditorium, and the huge Exhibits Building—Convention Hall, under construction.



First in Michigan - owned & operated by The Detroit News  
National Representatives: Peters, Griffin, Woodward, Inc.



## ARE YOU BUYING 5 AND GETTING ONLY 4?



Approximately ONE-FIFTH of Phoenix-area population is Spanish-speaking. If YOU have been buying Phoenix radio time for what you thought was total coverage, using English stations only (overlooking Spanish-language KIFN) you have been buying FIVE and getting only FOUR! KIFN represents ONE OUT OF EVERY FIVE consumers in this area. To reach the ONE you've been missing—the ONE that speaks Spanish—

### SELL IN SPANISH over KIFN

—Central Arizona's ONLY full-time Spanish-language station! We translate your sales message FREE. Production spots available.

NATIONAL TIME SALES HARLAN G. OAKES  
New York City San Francisco  
and San Antonio  
Chicago Los Angeles

# KIFN

860 Kilocycles • 1000 Watts  
REACHING PHOENIX AND  
ALL OF CENTRAL ARIZONA

## Montgomery's No. 1

Radio Station

# WRMA

Serving 200,000 Negroes

*Announces the  
Appointment of*

**JUDD SPARLING**

as Station Manager

AND

**EVERETT - MC KINNEY, INC.**

as National Representative

Canada tv radio advertising businesses to be discussed, this year's convention will have an Agency Day on 17 September. Delegates from leading advertising agencies will lead discussions with station managers and personnel.

The Bureau of Broadcast Measurement held a special meeting last week, 10 September, in Toronto. Purpose: to draw from the broadcasting-advertising industry questions and comments on BBM policies and plans.

In the field of closed-circuit TV, Teleprompter of Canada's rapidly expanding Group Communications Division will benefit from the recent purchase of 10 new large screen tv projectors. Spence Caldwell, president of Teleprompter, says that 1958 will see his firm's closed circuit tv in operation from coast to coast.

Around the stations: Winner of British Columbia Electric's "Dealer Sales Award of the Month" used a heavy spot radio campaign on CKNW (New Westminster, British Columbia). The dealer, George White, of Household Appliances, launched his "Gasorama" promotion with 30 radio spots per day, bringing results of 49 gas unit sales in one week.

## FINANCIAL

Stock market quotations: Following stocks in air media and related fields are listed each issue with quotations for Tuesday this week and Tuesday the week before. Quotations supplied by Merrill Lynch, Pierce, Fenner and Beane.

Stock	Tues. 3 Sept.	Tues. 10 Sept.	Change
<i>New York Stock Exchange</i>			
AB-PT	18 1/8	17 1/2	- 5/8
AT&T	17 1/2	17 1/8	- 3/8
Aves	67 1/2	68	+ 1/2
CBS "A"	29 3/4	28 1/2	- 1 1/4
Columbia Pic	18 1/2	18 1/8	- 3/8
Loew's	16 3/4	17 1/8	+ 1/2
Paramount	31 1/4	33 1/8	+ 1 1/4
RCA	33 3/4	33 1/2	- 1/4
Storer	21 1/2	23 1/4	+ 1 1/2
20th Fox	26 3/4	25 1/2	- 1 1/4
Warner Bros.	22 1/2	21	- 1 1/2
Westinghouse	63 1/4	61 1/2	- 2 1/4
<i>American Stock Exchange</i>			
Allied Artists	33 1/2	31 1/2	- 2
Assoc. Art. Prod.	9 1/2	9 1/8	- 1/4
CBC Super	13 1/16	14	+ 1/16
Dumont Labs.	1 1/2	1 1/4	- 1/4
Guild Films	3 3/4	3 3/4	0
NAT	7 1/2	7 1/2	0

You're in  
good company  
on WGN-RADIO  
Chicago



## Top-drawer advertisers are buying WGN

Join the nation's smartest time-buyers who select WGN for results! Consistent high program quality, at the lowest cost, makes WGN a good buy — your smartest buy today in Chicagoland!



## PRODUCTS FOR YOUR TV AND ART DEPT.

### "STORYBOARD" PAD

The pad that has big 5 x 7 video panels that enable you to make man-sized TV visuals. Perforated video and audio segments on gray background.



No. 72C—Pad Size 14 x 17" 2.50

(50 Sheets—4 Segments on Sheet)  
No. 72 E—Pocket Size 6 1/2 x 8 1/4" 2.00

(50 Sheets—1 Segment on Sheet)

### Tomkins TELEPAD

Most popular TV visual pad with 2 1/2 x 4" video and audio panels on gray background. Each panel perforated.



No. 72A—19 x 24" 3.50

(50 Sheets—12 panels on Sheet)

No. 72B—Pocket Size 8 x 11" 2.00

(75 Sheets—4 panels on Sheet)

### VIDEO PAPER

Sensational new paper for TV artists. Makes an ordinary pencil line vivid and colorful just tap! Write for sample.



### FREE SAMPLES FOR THE ASKING!

Write on your letterhead for 200-page catalog of art supplies. "An Encyclopedia of Artists Materials!"



**ARTHUR BROWN & BRO.**

2 West 46th St., New York 36,



It couldn't happen to nicer guys . . . .

. . . . than WAVZ advertisers.

Nothing gives us greater satisfaction than to see WAVZ advertisers selling out. That's why we work so hard to assure their results.

**Representatives:**    **National: Hollingbery Co.**  
                               **New England: Kettell-Carter**



152 TEMPLE STREET, NEW HAVEN, CONN.

Daniel W. Kops, Executive Vice President and General Manager • Richard J. Monahan, Vice President and Commercial Manager



If you want radio coverage in New Jersey—we're the boy with the pail.

WVNJ delivers more listeners than any other radio station broadcasting from New Jersey. Almost twice as many as the next 2 stations combined.\*

\*Source - Hooper - Jan. Feb.

WVNJ delivers this audience for less money than any radio station in either New York or New Jersey. No other metropolitan station comes anywhere near it.

(31c per 1000 homes)

WVNJ is your safest advertising buy because not only does it have superb programming (it plays only Great Albums of Music from sign on to sign off) but it backs that programming with the heaviest promotional schedule of any independent radio station in America.

Check its impressive list of national and local advertisers. There's no better proof of a station's power to produce.

# WVNJ

Newark, New Jersey

RADIO STATION OF The Newark News



Represented by:  
Broadcast Times Sales  
New York OK 7-1696

# WASHINGTON WEEK

14 SEPTEMBER  
Copyright 1957  
SPONSOR PUBLICATIONS INC.

**Capitol Hill is flexing its muscles for another poke at the FCC.**

Behind this one will be the Senate Small Business daytime radio subcommittee.

A report, due this week, will charge dilatory tactics and lack of concern for small radio stations.

The subcommittee held meetings about the middle of the last Congressional session. The daytimers complained they had asked for extended hours of operation 10 years ago and to date had received nothing but blank attention.

Rejoined FCC witnesses before the committee: The daytimers were lucky their petition hadn't been dismissed outright, because no engineering evidence was submitted with it. Clear channel stations charged the daytimers' proposal would cause a net loss of service to the public.

The subcommittee's report is said not to take sides in the dispute merely stating that the FCC has been remiss in its duty in not coming to any decision at all.

The first word from the FCC in many months on its former ambitions plans to resene UHF television came this week.

In essence, that word was a charge by an FCC commissioner that his colleagues had abandoned UHF.

Commissioner Robert T. Bartley wrapped his charge around his dissent to a decision by the FCC to (1) keep channel 6 in Schenectady for GE's WRGB-TV, and (2) add channels 10 and 13 to the Albany-Schenectady area. The move also would involve substituting channel 2 for 13 in Utica.

Bartley held that the area should be made all-UHF as originally proposed, and he added: The decision "establishes a milestone along a road which leads only to television scarcity—a road from which, I fear, there may be no turning back."

The FCC also proposed this week to add a third VHF channel in Providence. The move would mean switching channel 12 from Providence to New Haven and Portland, Me., and relieving those cities of channels 6 and 12 respectively.

Stations now operating on those channels would have to shift, but no great outcry is expected because all VHF's will remain VHF. Written arguments on this proposal are due at the commission 10 October.

A strong advocate of the shuffle is R.I. Senator John O. Pastore, chairman of the Senate Commerce communications subcommittee.

As Congress was adjourning, Senator Carl T. Curtis (R., Neb.) teed off on the Senate floor at wired tv, holding that it should be subject to regulation.

The Senator's speech covered these areas:

- He warned the FCC not to authorize the system without Congressional authorization.
- He disputed the FCC assertion it has no power to authorize subscription tv.
- He noted that if the FCC lacked jurisdiction over pay tv via wires, Congressional hearings should be held to get the matter straight. Also on whether broadcasters should be permitted to engage in wired tv.

Meanwhile, the results of experiments in cable tv, which started last week in Bartlesville, Okla., are being awaited in the Capital with many-sided interest.



# Hitch your wagon to these stars!

There's been a big change in Baltimore! Channel 13 (formerly WAAM) now is WJZ-TV. And it's the newest, brightest star in the television skies!

Big things are happening at WJZ-TV! Exciting new shows, great local personalities, the first Baltimore release of hundreds of great MGM and RKO feature films!

The result! Baltimore's changing its viewing habits . . . tuning to Channel 13 for exciting, star-studded entertainment!

Are you with it? Now's the time to hitch your wagon to these selling stars on WJZ 13 TV.

For star-bright availabilities, call Joe Dougherty, WJZ-TV Sales Manager (MOhawk 4-7600, Baltimore), or the man from Blair-TV.

*Now Baltimore can see two of its top broadcasting personalities . . . Jack Wells and Buddy Deane have been signed to exclusive contracts with WJZ-TV.*



*In the morning . . .*

## "BALTIMORE CLOSE-UP"

*starring Jack Wells*

From 7 to 9:30 A.M., Monday through Friday, Jack Wells' "Close-Up" focuses on weather, news, time signals, traffic reports, music, interviews with local and visiting celebrities, and cartoons for the youngsters.



*In the afternoon . . .*

## "THE BUDDY DEANE BANDSTAND"

3 to 5 P.M., Monday through Friday, the latest and most popular recorded music. Teenage dance parties, guest stars, dance contests, quiz contests!

NEVER BEFORE has Baltimore had such an opportunity to see Hollywood's greatest stars in their greatest films! Magnificent MGM and RKO releases are attracting audiences all day long, every day of the week on THE EARLY SHOW, THE LATE SHOW, BALTIMORE MOVIE TIME, SATURDAY MOVIE-GO-ROUND, ANDY HARDY THEATRE, MGM ALL-STAR THEATRE, POPEYE AND HIS PALS.

### FIRST RATINGS AVAILABLE!

Sets-in-Use Doubled!

WJZ-TV Ratings Tripled!

(ARB Telephone Coincidental—Mon., Sept. 9, 1957)

3:00-5:00 PM

	Now	Aug. '57 (M-F Av.)
The Buddy Deane Bandstand—WJZ-TV .....	11.1	3.2
Station A .....	7.1	4.3
Station B .....	7.1	5.2
Sets-in-Use .....	25.6	12.8

6:00-7:30 PM

	Now	Aug. '57 (M-F Av.)
The Early Show—WJZ-TV .....	14.9	5.2
Station A .....	16.0	8.6
Station B .....	7.6	4.2
Sets-in-Use .....	39.4	18.4



# WJZ 13 TV

YOUR STAR • BRIGHT STATION

BALTIMORE, MARYLAND

*represented by Blair-TV*

**WESTINGHOUSE  
BROADCASTING  
COMPANY, INC.**



RADIO  
BOSTON, WRZ • WRZA  
PITTSBURGH, KDKA  
CLEVELAND, KYW  
FORT WAYNE, WOV-O  
CHICAGO, WIND  
PORTLAND, KEP

TELEVISION  
BOSTON, WRZ TV  
BALTIMORE, WJZ TV  
PITTSBURGH, KDKA TV  
CLEVELAND, KYW TV  
SAN FRANCISCO, KPIX

WIND represented by AM Radio Sales

WJZ TV represented by Blair TV

KPIX represented by The Katz Agency, Inc.

All other WBC stations represented by  
Peters, Griffin, Woodward, Inc.



# SPONSOR HEARS

14 SEPTEMBER  
Copyright 1957  
SPONSOR PUBLICATIONS INC.

Paul Roberts, Mutual's new president, tells the trade that he's shooting for a \$6 million gross in time billings.

The network, he says, is now going at the rate of \$3¼ million a year. It needs about \$4 million to break even.

After many months of wrangling, NBC this week wrote off a \$100,000 short-rate claim against Revlon.

The Revsons appreciated the windfall from Bob Kintner. But what amazed them was this: The gesture came after they had done all their network buying for the season.

The publicity director for a syndicator was forced to resign this week because of the following common oversight:

He got himself into the columns more than a certain minor company official.

If you have had any doubts about the acceptability of vermouth advertising, The NARTB's Tv Code Review Board has this to say:

"Although vermouth is a wine rather than a 'hard liquor,' copy which suggests its merits as a cocktail ingredient should be avoided.

"Vermouth advertising, naturally, also is subject to the interpretation which precludes consumption of an alcoholic beverage in tv commercials."

A few weeks ago SPONSOR HEARS reported the unique fact that Campbell-Ewald and D. P. Brother share a reception room, although they are entirely separate agencies (24 August, page 114).

This week a Detroit agency man comments that the two agencies may well share the same physical space due to a common ancestry, but that there are some noteworthy differences:

"The Campbell-Ewald side," says he, "is furnished in contemporary blond furniture, with receptionists to match, while the D. P. Brother area is in rich walnut and traditional leather chairs."

You'll be hearing the euphemism "program contribution" more and more in the coming weeks (it means that the network is "contributing" something to a sponsored program without charging for it). Here's why:

1) Insiders expect it to become a polite way for advertisers and networks to get around rate adjustments.

2) It's easier for a network to absorb part of a show's cost than to apply a special set of discounts.

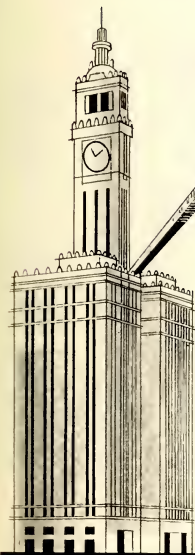
Note: The "program contributions" on at least two shows making their debuts this fall run over 50% of their list prices.

Anecdotes can be thoroughly discounted, but that doesn't stop them from popping up during Madison Avenue luncheon talk many years later.

You still hear the one about a soap company president ordering his big evening dramatic show switched to CBS because he found only Ivory in NBC wash-rooms.

*Flash...*

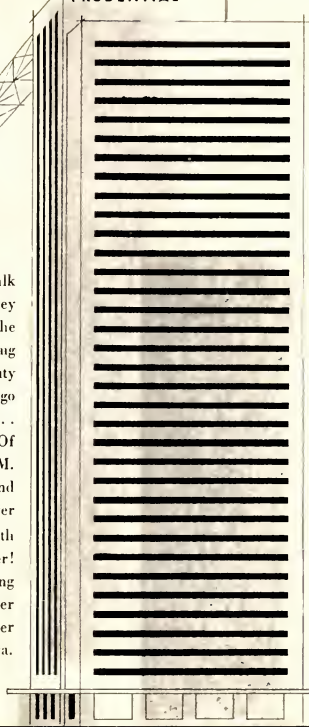
## A GIANT CAT WALK FOR CHICAGO'S LOOP?



Wrigley Building, Offices of—Arthur  
Meyershoff & Company, J. Walter  
Thompson Company.

A giant cat walk  
between the Wrigley  
Building and the  
Prudential Building  
would be mighty  
convenient for Chicago  
agency folks . . .  
especially to the Top Of  
The Rock at 1:00 P.M.  
We've measured the gap and  
our giant tower (over  
 $\frac{1}{2}$  mile) will fit . . . with  
a little left over!  
Suggestion: Try measuring  
the giant SALESpower  
of our 1572' tower  
in Oklahoma.

PRUDENTIAL



Prudential Building, Offices of—Leo Burnett Company,  
Inc., Colkins & Holden, Inc., D'Arcy Advertising Company,  
Needham, Louis and Brarby, Inc.

# KWTV



## OKLAHOMA CITY



# WHICH TV STATION Dominates SOUTH BEND?

THE SOUTH BEND-ELKHART TELEVISION AUDIENCE

RANK	PROGRAM	WSBT-TV	STATION "A"	STATION "B"
1.	I Love Lucy	57.5		
2.	I've Got A Secret	44.5		
3.	Red Skelton Show	43.1		
4.	Perry Como Show		43.0	
5.	G. E. Theatre	41.7		
6.	Hitchcock Presents	40.9		
7.	Playhouse 90	40.5		
8.	December Bride	39.6		
9.	Gunsmoke	39.0		
10.	\$64,000 Question	39.0		
11.	Climax	36.9		
12.	Lassie	36.4		
13.	The Millionaire	35.2		
14.	Brave Eagle	33.5		
15.	Zane Grey Theatre	32.5		
16.	Your Hit Parade		32.5	
17.	Jack Benny	31.7		
18.	Ed Sullivan	31.4		
19.	The Lineup	30.3		
20.	Loretta Young		29.7	
21.	Burns and Allen	29.5		
22.	Bob Cummings	29.1		
23.	People Are Funny		28.9	
24.	What's My Line	28.5		
25.	To Tell The Truth	28.5		

Latest ARB Rating — April 21 thru April 27

WSBT-TV carries 14 of the top 15 television shows in the South Bend market; 21 of the top 25; 37 of the top 50! One audience study after another proves that WSBT-TV dominates the South Bend television picture. You just don't cover South Bend unless you use it. Write for detailed market data.

PAUL H. RAYMER CO., INC., NATIONAL REPRESENTATIVES

# WSBT-TV

CBS... A CBS BASIC OPTIONAL STATION

**SOUTH  
BEND,  
IND.  
CHANNEL  
34**

## NATIONAL PAINT

(Continued from page 39)

this to "durability" as the most wanted paint quality.

For the dealer, the campaign was to create store traffic, minimize sales effort and increase the value of the National paint line through greater sales. The high degree of dealer cooperation achieved is in large measure due to the careful study of the paint retailer's problems.

The seasonal slump with resulting lack of competitive advertising activity gave National maximum impact for their television dollar; and the agency's analysis of competitive advertising showed how National's copy might again capitalize on an industry weakness.

Tilds & Cantz found in the competition, "insufficient evidence of distinct product advantages." Most paint ads were similar to the point of confusion. Consumer appeals were completely standard and seemed to miss originality in translating basic product selling points to the consumer.

The agency's job was to make National Paint stand out on the basis of product features which were susceptible to demonstration both for dealer and consumer.

The agency also reasoned that the clients' advertising should be substantially different from ordinary paint advertising. A basic theme had to be established based on the single product advantage most meaningful to the consumer. This quality turned out to be "durability." Research indicated a strong consumer preference for a long-lasting paint. At best painting is not an easy job, and so National Paint was intent on proving that its product "could take the normal abuses of the average home;" that dirt, smears and smudges could easily be removed from the painted surface without fading the color.

After repeated conferences with National Paint's chemists, the agency decided to identify the product advantage in a key phrase. The "new Color-Lok process" was chosen. The advertising theme focused attention on National Paint durability. Copy assured that, "Color-Lok in National Paint comes to the top of the painted surface and forms an invisible seal that keeps color permanent . . . won't fade, chip or



pa's resting on his laurels! There ain't nothin' else  
to rest on yet. But jes' you wait. Ma's been tuned to KXLA and she's gettin'  
notions about beddin' down the brood in modern contraptions.  
Whether it's beddin', eatin', or what-nots, you'll sell millions of these folks with  
KXLA, most listened to 24-hour country and western music station.

*10,000 watts covering the greater Los Angeles market*

*1110 on the dial*

# KXLA

*represented nationally by Burke-Stuart Co., New York, Chicago, Detroit, Los Angeles, San Francisco*



## Buy Channel

See Your Katz Representative *TODAY*



peel. A new kind of insurance for painted walls."

In addition to increased consumer sales, the campaign made an amazing impression upon paint dealers in the area. A follow-up survey by Tilds & Cantz to determine dealer awareness of the National brand name and "color-Lok process" was conducted immediately after the campaign.

A questionnaire was mailed to 385 retailers, including franchised and prospective dealers. The 49 returned (13%), tabulated this way.

To the question, "Are you familiar with the brand name National Paints?" 94% yes, 11% no. Of those replying "yes," 59% said they had seen the product on television (18% claimed to have seen it in the newspapers, although no newspaper advertising was used).

Some 68% of the responding paint dealers knew of the chief advantages of the "Color-Lok" process. Over half the dealers considered National Paints as the line most active in helping to increase paint sales. These were all National dealers and indicated surprising dealer awareness of National's advertising effort.

To the question, "Can you suggest any ideas that might help you as a dealer, to increase your paint sales?" nine dealers specifically mentioned air media as good from their point of view, and stated they would like to see more of it. Here are some of the dealer comments:

"Continue short spots on radio and television mentioning a different dealer each day."

"More tv advertising, and express tremendous color selection."

"Tv and newspaper—descriptive information—easy application, very washable, odorless and easy cleaning."

"More television advertising to the do-it-yourself market."

Considering the relatively short period of time (seven weeks) devoted to the introduction of "Color-Lok," dealer response was excellent. Agency and client feel continued emphasis of the "Color-Lok" process will gain substantially in consumer and trade identification.

National Paints is now planning to continue its recent success with another campaign, using the same basic advertising approach.



**in Mid-America**

don't settle for  
off-the-cuff  
farm reporting



get authoritative  
on-the-spot  
farm coverage

**KCMO-Radio**

With a full-time farm news department staffed  
by professional agriculture radio-journalists.

George Stephens, Director of Agriculture  
Jack Wise, Market Reporter

**Power: 50,000 Watts**

KCMO-Radio	Kansas City	810 CBS
WHEN-Radio	Syracuse	620 CBS
KPHO-Radio	Phoenix	910 ABC
WOW-Radio	Omaha	590 CBS



Joe Hartenbower, General Mgr.  
R. W. Evans, Commercial Mgr.  
Represented nationally by Katz Agency

**KCMO-Radio**  
...one of Meredith's Big 4  
...All-Family Stations.



Meredith Stations Are Affiliated with Better Homes and Gardens and Successful Farming Magazines



**NIGHTTIME**

**WSAZ-TV**

**DELIVERS 1000 HOMES  
BETWEEN  
7:30 and 10:30 P. M.  
FOR \$1.30**

**The second station's  
cost per thousand  
homes is \$2.39  
84% Higher**

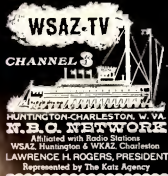
**The third station's  
cost per thousand  
homes is \$5.42  
317% Higher**

**AND ANYTIME  
WSAZ-TV delivers  
ONE THIRD more  
total homes than  
both other**

**Huntington-Charleston  
Stations COMBINED**

Source: June 1957 ARB

All figures based on  
260-time frequency



**CALL YOUR KATZ MAN**

## Tv and radio NEWSMAKERS



**Ken Jones** has joined the radio-tv department at Campbell-Ewald, Detroit, in the newly created post of creative director. The new position of creative director is designed to co-ordinate more closely the commercial effort from copy writing through final production. Jones will be directly responsible to Philip L. McHugh, vice president in charge of radio and television. Jones comes from Leo Burnett's Chicago office where he has been tv copy supervisor for the past five years. He began his broadcast industry career as a free lance writer-producer in St. Louis and before joining Burnett in 1952 was associated with Gardner Advertising. Another radio-tv department appointee announced by Campbell-Ewald this week was Manson Steffee as copy-writer. Steffee was director of tv production at VanSant-Dugdale.

**Jerome J. Cowen**, senior vice president at Cunningham & Walsh, has been appointed general manager of the agency's San Francisco office. Franklin C. Wheeler will continue as executive vice president of the San Francisco office and on the board of directors of the agency. The selection of a New York executive to direct the affairs of the San Francisco office was made in order to consolidate agency activities in these two important markets. Cowen has been in charge of the Western Electric and American Telephone and Telegraph accounts for the past few years and is a member of C&W's operations committee. He has supervised personnel activities and has been in charge of all account executives. In addition to these many duties, Cowen has been the director of the agency's "Man from Cunningham & Walsh" program.




**George W. Steffy**, former vice president, has been named executive vice president of the Yankee Division of RKO Teleradio Pictures according to an announcement made this week by Norman Knight, president. Steffy's entire career has been with Yankee starting in his college days when he joined WEAN, Providence, in 1927 as a radio operator. Before that he got his feet wet in radio as an amateur radio operator. After graduation from Providence College in 1929, he was transferred to the engineering staff of WNAC, Boston. After this fundamental background in the technical end of the business, Steffy turned to producing. From 1934 to 1944 he was production director for WNAC and the whole Yankee Network in New England. In 1944 he was elected the v.p. in charge of program operations for the Yankee Division.




# 713,717 Jim Hookers...



Capital of Indiana      Heartland of the Midwest . . . one of the most important commercial and industrial centers in the country . . . no less the hub of one of the really big television markets . . . that's Indianapolis!

Jim Hooker works here. He's a skilled technician with one of the several large pharmaceutical companies that call Indianapolis home. And he's a happy, industrious man whose efforts have amply provided for his family's welfare. Of course, like other Hoosiers, his entertainment is WISH-TV. 

There are 713,716 more television families like the Hookers in the big area served by WISH-TV. Smart advertisers want to reach them. They do it over WISH-TV  the station that dominates the nation's 11th television market and that consistently has more viewers in Indianapolis than all other stations *combined*. Represented by Bolling.

Sources: ARB - 57, NSI Area 657, Telepulse 157, TV Mag 857.

## A CORINTHIAN STATION *Responsibility in Broadcasting*

KOTV Tulsa • KGUL-TV Galveston, serving Houston • WANT & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis

# SPONSOR SPEAKS

## Tv costs

There is in the air (and we have so reported) a tendency to watch television more carefully this fall than ever before for trouble spots. Our probing among client and agency people leads us, in fact, to the conclusion that television costs in future months will have to undergo more complete justification than has been true in past seasons.

But, as we gauge the sentiments of clients, there is little desire to cut total television expenditures. Rather there is the feeling that costs can be trimmed on non-essentials so that the resulting savings can be put to better use in the tv budget.

For example, if a client is spending \$1,000 a week which is not absolutely essential on programming, you can argue this isn't important percentagewise. But the same \$1,000 added up over a 52-week period can represent the cost of a booster promotion in an important market—perhaps a day-time tv saturation to accomplish a key marketing objective.

## Nighttime radio came back

Over recent months SPONSOR has been urging admen to take advantage of a unique opportunity—the chance to get in on the ground floor in the resurgence of nighttime radio.

We repeat the suggestion.

For here is a trend that we believe our readers can't afford to overlook. Because it is a good buy; because this is gradually being recognized; because daytime radio is overflowing, nighttime radio must stage a comeback.

Here are some signs.

Reps report night business volume well ahead of last year.

More evidence of a big nighttime audience is turning up —and this is not an audience of people who don't own tv sets but substantially the same audience as listens to daytime radio.

The only real remaining roadblock to night radio is a psychological one on the part of clients and it is up to the sellers to clear the road.

We believe the salesman who intelligently documents nighttime radio's case will make friends among clients and wind up winning their appreciation as well as an order.

**THIS WE FIGHT FOR:** *Study the flow of network radio business (page 46) and you'll see the radio's spring revival is moving into fall. But there's still no move to reveal all-important figures on how much net radio clients spend.*



## 10-SECOND SPOTS

By popular request, 10-Second Spots this week reprints Shakespearean quotes culled from past year's columns keyed to the new show season.

### \*Shakespeare on ratings:

- O Hamlet, what a falling off was there! (1)
- The play, I remember, pleased not the million. (2)
- The baby figure of a giant mass—(3)
- A thing devised by the enemy. (4)
- Comparisons are odorous. (5)
- The weakest goes to the wall. (6)
- These things are beyond all use, and I do fear them. (7)
- Confusion now hath made his masterpiece. (8)
- Trifles light as air are to the jealous confirmations strong as proof of holy writ. (9)
- It makes us or it mars us. (10)
- They laugh that win. (11)
- A blank, my lord. (12)

\*SOURCES: (1) Hamlet, A I, s 5; (2) Hamlet, A II, s 2; (3) Troilus & Cressida, A III, s 3; (4) Rich. III, A V, s 2; (5) Much Ado About Nothing, A I, s 1; (6) Romeo & Juliet, A I, s 1; (7) J. Caesar, A II, s 1; (8) Macb., A II, s 2; (9) Othello, A III, s 3; (10) Othello, A V, s 1; (11) Othello, A IV, s 1; (12) Twelfth Night, A II, s 1.

### \*More Shakespeare on ratings:

- The ripest fruit first falls. (1)
- Taking the measure of an unmade grave. (2)
- We have seen better days. (3)
- The instruments of darkness tell us truths. (4)
- Uneasy lies the head that wears a crown. (5)

\*SOURCES: (1) Richard II, A II, s 1; (2) Romeo & Juliet, A III, s 2; (3) Timon of Athens, A III, s 1; (4) Macbeth, A I, s 3; (5) Henry IV, A III, s 1.

### \*Shakespeare on copywriters:

- ... and chronicle small beer. (1)
- He draweth out the thread of his verbosity finer than the staple of his argument. (2)
- Devise, wit; write, pen. (3)
- That hath a mint of phrases in his brain. (4)
- That un-lettered small-knowing soul. (5)
- Here will be an old abusing of God's patience and the King's English. (6)
- I was not born under a rhyming planet. (7)

\*SOURCES: (1) Othello, A II, s 1; (2) Love's Labor Lost, A V, s 1; (3) Told, A I, s 2; (4) Told, A I, s 1; (5) Told, A I, s 1; (6) Merry Wives of Windsor, A I, s 4; (7) Much Ado About Nothing, A V, s 2.

What's new at KOWH?

Nothing much—new ownership but the same old rating story:

FIRST in the U.S.

Monotonous, isn't it?

Nope, we love it—and so do our advertisers.

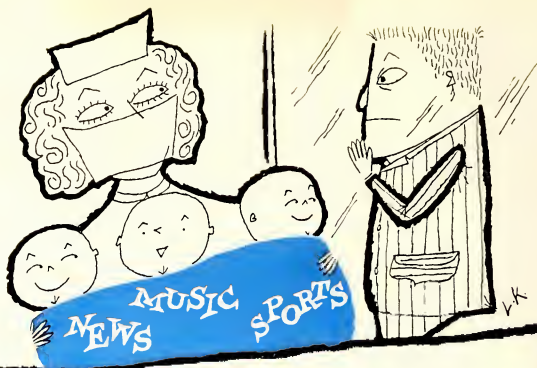
Latest (July-August) Hi-wire shows KOWH as the most popular TV station in the afternoon, first all day long—36.4% of the total audience.

For availability, check Good Morning, Magazine, 100-200.

**KOWH, Omaha**

*Represented by Adam Young Inc.*





*memo* *the new*

FROM: MUTUAL BROADCASTING SYSTEM, INC.  
TO: Advertisers and their Agencies

## ...we've got news for you

In fact, we've got it every half hour on 400 MUTUAL stations that blanket the nation, bringing the up-to-the-minute news, sports and music to millions of Americans everywhere.

This "news" pattern for action at MUTUAL—the greatest advertising buy in the history of radio—is available to you.

Yes, for as little as \$500 per news program, your sales message reaches millions of listeners in more

than 400 markets from New York to Los Angeles—from Detroit to New Orleans. This nationwide network audience is now yours—at home and on the road—at the lowest cost ever.

This is the "news" look at MUTUAL—giving America more news and giving you a bigger market for your products.

Some of the nation's top newscasters are ready to help you reach this audience and sell your goods.

### HERE ARE SOME OF THE TOP NEWSCASTERS READY TO "SELL" FOR YOU:

Fulton Lewis Jr.  
Robert F. Hurleigh  
Westbrook Van Voorhis  
Bill Cunningham

Gabriel Heatter  
John B. Kennedy  
Cedric Foster  
John Wingate

### SPORTSCASTERS

Bill Stern  
Frankie Frisch

Harry Wismer  
Art Gleason

TO THE BIG THREE—NEWS, SPORTS and MUSIC—add flexibility of advertising, saturation impact and unmatched low cost.  
TRY US—YOU'LL SAY THE PLEASURE IS MUTUAL!

### Join these advertisers now on MUTUAL:

GENERAL MOTORS • R. J. REYNOLDS  
TOBACCO CO. • KRAFT • CHRYSLER  
LIGGETT & MEYERS • EX-LAX • READERS  
DIGEST • QUAKER STATE MOTOR OIL  
PONTIAC • EQUITABLE LIFE ASSURANCE  
SOCIETY • HUNSON VITAMIN CORP.  
SLEEP-EZE CO. • RHODES PHARMACAL  
CO. • BELTONE HEARING AID CO. • PHARMACRAFT • CONSUMER DRUG CORP.

*mutual*

BROADCASTING  
SYSTEM, INC.